

Oral Care in Morocco

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Spreading awareness of the importance of oral hygiene supports rising demand
A wider range of products becomes more appealing
Toothpaste remains dominant in sales of oral care due to innovation and new launches
Mouthwashes/dental rinses booms as consumers become more familiar with products
Toothbrushes remain essential as innovation sweeps through the category
Heavy use of price promotions puts downwards pressure on unit prices and value growth
Products with a natural positioning gain ground as demand patterns evolve

PROSPECTS AND OPPORTUNITIES

Growing awareness of the importance of oral hygiene set to support growth
Few major threats expected to emerge as oral care continues to develop
Unit prices set to decline due to aggressive price competition and regular promotions
Mouthwashes/dental rinses set to boom as consumers become more demanding

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DISCLAIMER

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