

Baby and Child-Specific Products in Morocco

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Morocco's declining birth rate continues to put pressure on demand
Baby wipes proves resilient to the pressures created by the economic slowdown
Essential products weather the economic storm as demand remains consistent
Rising prices put pressure on demand, resulting in more regular price promotions
Products that target babies remain on top of the sales charts

PROSPECTS AND OPPORTUNITIES

Baby and child-specific products set to continue underperforming
Long-term trends with regards to the birth rate likely to remain unfavourable
Baby wipes to continue being seen as practical, useful and essential
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Beauty and Personal Care in Morocco - Industry Overview

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