

Men's Grooming in Morocco

May 2023

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Men's Grooming in Morocco - Category analysis

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The increasing importance of personal grooming among men boosts demand
Mass men's deodorants continues to benefit from its essential status
Men's razors and blades remains dominant despite current unfavourable style trends
Strong growth in men's skin care a clear signal of changing attitudes
The development of men's grooming in Morocco lags behind other countries

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Sales growth ahead as attitudes towards men's grooming continue to evolve
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DISCLAIMER

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