



Euromonitor
International

Men's Grooming in Morocco

May 2026

Table of Contents

Men's Grooming in Morocco - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men'S Grooming Growth Aligns with Rising Consumer Spending and Evolving Habits

INDUSTRY PERFORMANCE

Men'S Grooming Growth Aligns with Rising Consumer Spending and Evolving Habits

Chart 1 - L'oréal Paris Men Expert Hydra Hyaluronic

Rising Demand for Dermo-Tested Grooming Fuels Clinical Claims and Deodorants Growth

Chart 2 - Adidas Power Booster

Multifunctional Products Appeal to Cost-Conscious Consumers

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Income Growth Drive Expanding Grooming Habits among Men

Deodorants and Fragrances Surge in Popularity While Shaving Faces Stagnation Amid Evolving Styles

Innovations in Freshness and Skin Care to Redefine Men'S Grooming Appeal and Competition

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Leading Shares Amid Moderate Concentration Shifts

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Beauty Specialists Continue to Lead through Specialised Retail Expertise

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Men's Grooming

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Men's Grooming

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Morocco - Industry Overview](#)

EXECUTIVE SUMMARY

Moroccan Consumers Focus on Beauty with Health and Skin-Focused Formulations

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Moroccan Consumers Focus on Beauty with Health and Skin-Focused Formulations

Chart 19 - L'oréal Men Expert

Skin Care Leads Value Growth as Dermocosmetics Trends Accelerate

Chart 20 - Dermo-Cosmetic

Brands Embracing Clean Science and Longevity Meet Evolving Consumer Needs

Chart 21 - K-Beauty Surge

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Shift to Treatment-Focused Products with Price Sensitivity

Skin Care to Lead with Premium and Natural Ingredient Demand Surging

Brands to Continue Adopting Natural Ingredients to Capture Evolving Demand

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Maroc and Procter & Gamble Reinforce Leadership through Broad Portfolios and Distribution

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Sales through

Retail E-Commerce Remains Steady Driven by Digitalisation and Social Media Influence

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mens-grooming-in-morocco/report.