

Colour Cosmetics in Morocco

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spending on colour cosmetics remains robust despite high inflation
Unit price increases due to high inflation suppress demand
Demand for lip products takes off as consumers begin to socialise more often
Eye make-up benefits from the prevailing trends as new looks prove crucial
Facial makeup continues to boom due to its status as an essential item
Nail products underperforms as the category is not in tune with current trends
Premium brands continue to struggle as consumers favour affordable options

PROSPECTS AND OPPORTUNITIES

An improved performance ahead for colour cosmetics
Mascara and foundation/concealer set to benefit from the prevailing trends
Colour cosmetics to continue facing limits on demand due to narrow consumer base

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2017-2022
Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 5 - LBN Brand Shares of Eye Make-up: % Value 2019-2022
Table 6 - LBN Brand Shares of Facial Make-up: % Value 2019-2022
Table 7 - LBN Brand Shares of Lip Products: % Value 2019-2022
Table 8 - LBN Brand Shares of Nail Products: % Value 2019-2022
Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Beauty and Personal Care in Morocco - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/colour-cosmetics-in-morocco/report.