



Oral Care in Morocco

May 2026

Table of Contents

Oral Care in Morocco - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Moroccan Consumers Drive Steady Growth through Value-Seeking Purchases

INDUSTRY PERFORMANCE

Moroccan Consumers Drive Steady Growth through Value-Seeking Purchases

Chart 1 - Sensodyne Multi Protection

Toothpaste Leads Retail Value as Multi-Benefit Formulations Gain Traction

Eco-Friendly Oral Care Gains Traction with Dentiswak

Chart 2 - Dentiswak Natural Toothpaste

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Moroccan Consumers to Increase Oral Care Spending Amid Growing Health Awareness

Toothpaste to Leads Growth Fuelled by Advanced Multi-Benefit Formulations and Age-Targeted Products

Natural Ingredients and Multifunctional Innovation to Reshape Oral Care Offerings and Competition

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Strengthens Lead through Brand Recognition and Distribution

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead as Supermarkets Expand

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Oral Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Oral Care

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/oral-care-in-morocco/report.