

# Bath and Shower in Morocco

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Improvements in hygiene habits mitigate the impact of falling spending power  
Rising prices put pressure on demand as consumers trade down to private label  
Consumers seek out added value as brands diversify and innovate  
Segmentation expected to remain a major focus for the category leaders  
Argan oil remains a major trend across various bath and shower categories  
Natural positioning likely to remain a particularly popular area of added value  
Antibacterial liquid soap continues to boom during the post-pandemic era  
International players remain dominant despite the leadership of Lesieur Cristal

#### PROSPECTS AND OPPORTUNITIES

Few changes expected in bath and shower as sales continue to rise steadily  
Rising demand expected as high inflation gives way to greater unit price stability  
Strong headwinds unlikely as bath and shower remains an essential category

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