



Euromonitor
International

Mass Beauty and Personal Care in Morocco

May 2026

Table of Contents

Mass Beauty and Personal Care in Morocco - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Embrace Targeted Clinical Benefits to Fuel Steady Growth Amid Economic Caution

INDUSTRY PERFORMANCE

Brands Embrace Targeted Clinical Benefits to Fuel Steady Growth Amid Economic Caution

Mass Skin Care Leads Growth Driven by Skin Health and Innovation

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Prioritise Essential Mass Products Amid Economic Caution

Mass Skin Care to Outperform Hair Care, Driven by Multifunctionality

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions While Emerging Players Gain Traction

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Mass Beauty and Personal Care

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Mass Beauty and Personal Care

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - 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 14 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

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

Chart 15 - L'oréal Men Expert

Skin Care Leads Value Growth as Dermocosmetics Trends Accelerate

Chart 16 - Dermo-Cosmetic

Brands Embracing Clean Science and Longevity Meet Evolving Consumer Needs

Chart 17 - K-Beauty Surge

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - 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 21 - Analyst Insight for Beauty and Personal Care

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Sales through

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

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/mass-beauty-and-personal-care-in-morocco/report.