

# Premium Beauty and Personal Care in Morocco

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Pressure on demand as challenging economic conditions curb discretionary spending  
Infrequent use due to high prices impacts demand for premium brands  
Premium brands gradually gaining share, in line with global trends  
Masstige brands threaten to steal premium brands' thunder

#### PROSPECTS AND OPPORTUNITIES

Ongoing economic malaise presents a potential threat to sales of premium brands  
Premium brands set to be strongest in fragrances, colour cosmetics and skin care  
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