

Depilatories in Morocco

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Depilatories in Morocco - Category analysis

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2022 DEVELOPMENTS

Sales of depilatories increase as local women pay more attention to hair removal
Rising demand for convenient and time-saving products supports sales growth
Women's razors and blades remain popular among less affluent consumer segments
Hair removers/bleaches remains a small category due to competition from sugaring
Women's pre-shave a small category due to the preference for low-cost alternatives
Bic the leading name in depilatories due to the economical reputation of its products

PROSPECTS AND OPPORTUNITIES

Non-essential status of depilatories to put more pressure on sales growth
Women's razors and blades to remain the default option for most consumers
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DISCLAIMER

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