

Polishes in Morocco

January 2023

Table of Contents

Polishes in Morocco - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Polishes returns to stable growth post-pandemic
Shoe polishes makes strides as consumers resume normal lifestyles
Shoe player Industrias Marca dominates

PROSPECTS AND OPPORTUNITIES

Muted retail volume and current value growth over forecast period
New growth opportunities in floor polishes
Polishes growth limited by low consumer awareness and product choice

CATEGORY DATA

Table 1 - Sales of Polishes by Category: Value 2017-2022
Table 2 - Sales of Polishes by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Polishes: % Value 2018-2022
Table 4 - LBN Brand Shares of Polishes: % Value 2019-2022
Table 5 - Forecast Sales of Polishes by Category: Value 2022-2027
Table 6 - Forecast Sales of Polishes by Category: % Value Growth 2022-2027

Home Care in Morocco - Industry Overview

EXECUTIVE SUMMARY

Home care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 7 - Households 2017-2022

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2017-2022
Table 9 - Sales of Home Care by Category: % Value Growth 2017-2022
Table 10 - NBO Company Shares of Home Care: % Value 2018-2022
Table 11 - LBN Brand Shares of Home Care: % Value 2019-2022
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
Table 13 - Distribution of Home Care by Format: % Value 2017-2022
Table 14 - Distribution of Home Care by Format and Category: % Value 2022
Table 15 - Forecast Sales of Home Care by Category: Value 2022-2027
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/polishes-in-morocco/report.