



Euromonitor
International

Laundry Care in Morocco

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Promotions help to stimulate a demand for fabric softeners and liquid detergents
- Rising household penetration of automatic washing machines dampens the demand for bar and hand wash detergents
- Unilever leverages large pack sizes to gain ground on Procter & Gamble

PROSPECTS AND OPPORTUNITIES

- Economic concerns to continue to limit retail volume growth potential
- Ongoing shift to automatic detergents to hinder the demand for bar and hand wash detergents
- Domestic players to continue to gain momentum

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 2 - Sales of Laundry Care by Category: Value 2019-2024
- Table 3 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 4 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 5 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 6 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 8 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 9 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 10 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 11 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 12 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 13 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 15 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Home Care in Morocco - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

Table 17 - Households 2019-2024

MARKET DATA

- Table 18 - Sales of Home Care by Category: Value 2019-2024
- Table 19 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 20 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 21 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 22 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 23 - Distribution of Home Care by Format: % Value 2019-2024
- Table 24 - Distribution of Home Care by Format and Category: % Value 2024

Table 25 - Forecast Sales of Home Care by Category: Value 2024-2029

Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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