



Health and Beauty Specialists in Morocco

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialist retailers grow through localisation and digitalisation
Pharmacies remain resilient amid pricing reform and supply chain strain
Specialist retail remains fragmented amid growing competition

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Socio-economic changes to drive growth in beauty specialists
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E-commerce growth to intensify competition and foster innovation

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Competition intensifies as more players join the market
Sustainability is reshaping the retail landscape
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