



Euromonitor  
International

# Personal Care Appliances in Morocco

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## Personal Care Appliances in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Negative perceptions of spending power drive consumers to spend only on essential items

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Consumers cut back on non-essential spending

Customised products drive value sales

Segmented consumer focus remains traditional

#### WHAT'S NEXT?

Manufacturers are expected to prioritise affordability to cater to cautious consumer spending

Oral care appliances will remain a key category

Energy efficiency set to become a key consideration

#### COMPETITIVE LANDSCAPE

Procter & Gamble maintains lead despite market challenges

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#### CHANNELS

Health and beauty specialists lead distribution with wide product range

Retail e-commerce grows slowly from a low base

#### PRODUCTS

Customisation drives sales of hair care appliances

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High import taxes and diminished consumer confidence slow consumer appliances' growth

### KEY DATA FINDINGS

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#### INDUSTRY PERFORMANCE

Moroccan economy slows down demand for consumer appliances

Affluent consumers drive personal care appliances sales

Bosch Maroc invests in sustainable products to capture rising demand

#### WHAT'S NEXT?

Growth in spending power and local production set to boost consumer appliances sales

Personal care appliances set to remain the largest and best performing category

Direct-to-consumer sales and experiential retail expected to gain traction

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Leading manufacturers maintain market share amidst economic challenges

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Appliance and electronics specialists lead retail sales  
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