



Bleach in Morocco

April 2026

Table of Contents

Bleach in Morocco - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth Slows Due to Competition From Other Categories

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Growth Slows Due to Competition From Other Categories

Companies Innovate to Boost Sales and Create Value

Chart 2 - Carrefour's New Multi-surface Spray Bleach

Expanding Private Label Share Reshapes Competitive Landscape

Chart 3 - Value Sales of Bleach 2020-2030

Chart 4 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Bleach Faces Further Volume Pressure

Companies Innovate to Boost Sales and Competitiveness

Chart 5 - Forecast Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Dislog Maintains Lead as Economy Brands and Private Label Products Gain Ground

Innovative Product Launches and Private Label Growth Present Opportunities

Chart 6 - Company Shares of Bleach 2025

Chart 7 - Brand Shares of Bleach 2025

CHANNELS

Small Local Grocers Dominate Bleach Sales through Proximity

Expansion Drives Growth in Discounters

Retail E-Commerce Plays Minor Role in Bleach

Chart 8 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Morocco - Industry Overview](#)

EXECUTIVE SUMMARY

Ongoing Urbanisation and Evolving Habits Drive Steady Growth in Home Care

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Ongoing Urbanisation and Evolving Habits Drive Steady Growth in Home Care

Laundry Care Leads as It Adapts To Prevailing Consumer Needs

Competition Intensifies as Multifunctionality and Private Label Expand

Chart 17 - Ariel 3-In-1 Pods

Chart 18 - Carrefour New Multi-Surface Spray Bleach

Chart 19 - Value Sales of Home Care 2020-2030

Chart 20 - Volume Sales of Home Care 2020-2030

Chart 21 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Urbanisation and Income Growth Drive Demand for Convenient Solutions

Laundry Care Set to Retain Lead as Niche Categories Thrive

Chart 22 - Analyst Insight for Home Care

Multifunctionality and Private Label Products Are Shaping Future Progress

Chart 23 - Forecast Sales of Home Care 2020-2030

Chart 24 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 25 - Analyst Insight for Home Care

Leading Companies Maintain Grip through Innovation and Promotions

Enosis Group Gains Market Share through Product Expansion

Chart 26 - Company Shares of Home Care 2025

Chart 27 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Dominates through Credit Facilities and Proximity

Expanding Retail Chains and Promotional Offers Drive Growth in Supermarkets

Retail E-Commerce Remains Limited, as Consumers Continue to Favour Proximity Stores

Chart 28 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/bleach-in-morocco/report.