

Surface Care in Morocco

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant growth in 2023, with multi-purpose cleaners leading the way

Window/glass cleaners gain traction, albeit from a low base

Economy brands continue to find favour with consumers

PROSPECTS AND OPPORTUNITIES

Consumers will continue to favour multi-purpose cleaners, although task-specific products will grow in popularity

Economy brands will continue to make inroads

Environmental choices will begin to emerge

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Home Care in Morocco - Industry Overview

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DISCLAIMER

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