

# Wipes in Morocco

March 2024

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## Wipes in Morocco - Category analysis

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#### 2023 DEVELOPMENTS

Positive retail volume and value growth as consumers appreciate convenience

Baby wipes drive sales through versatility and a wider range of products

Novatis Group SA leads with a strong position in baby wipes

#### PROSPECTS AND OPPORTUNITIES

Versatility and a focus on health and hygiene support ongoing sales of wipes

Baby wipes add value as some parents demand quality for their children

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