



Euromonitor  
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# Surface Care in Morocco

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## Surface Care in Morocco - Category analysis

### 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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