



# Health and Beauty Specialists in Morocco

February 2024

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## Health and Beauty Specialists in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift towards cost-effective options through wholesalers

Preference for 'Made in France' dermo-cosmetic products and gender-driven demand surge

Regulatory challenges and market dynamics

#### PROSPECTS AND OPPORTUNITIES

Demand surge driven by natural ingredients and wellness tourism

Regulatory reforms energise pharmacies and supplement sales

Bio-cosmetics boom and digital expansion propel market dynamics

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## Retail in Morocco - Industry Overview

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Marjane Group expands digital footprint with marketplace launch, anticipates 20% turnover increase

Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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