

# Project #319: Manufacturing unit for natural cosmetic products



**Contact:** M. MGHIZLAT IDRISSI Abdelali  
**Industrial Process Division**



06 67 98 58 38



amghizlat@mcinet.gov.ma

## Project description



Production unit for organic cosmetic products based on aromatic and medicinal plants; Global market estimated at \$36 billion in 2019 and expected to grow to \$48 billion by 2026.

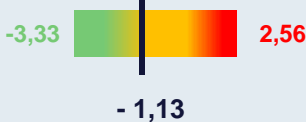


## Key facts

Morocco has a significant competitive advantage in the production and export of certain natural ingredients such as argan oil, prickly pear oil, ghassoul or soap; this will improve the organic cosmetic offer at the national and international level



## Product Complexity<sup>1</sup>



## Main required products

✓ Rosemary, Borneol thyme, mint, myrtle, geranium, lavandin, mastic tree, lemon verbena...



## Main investment benefits

### Grants

- ▶ Industrial Development and Investment Fund
- ▶ Istitmar SME Program or VSE, subject to the turnover

### Potential land

- ▶ Agropole of Meknès
- ▶ Selouane Industrial Park
- ▶ Agropole of Beni Mellal
- ▶ Agadir Industrial Park

### Training assistance

- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

### Financing

- ▶ SME Mezzanine
- ▶ Tamwilkoum

## Branch

Chemistry

## Sub-branch

Formulation chemistry



## Financial indicators (indicative)

### Potential investment

40 – 60 Mns MAD

### Potential turnover

130 – 170 Mns MAD

### EBITDA<sup>2</sup> (in % of turnover)

~15% – 25%

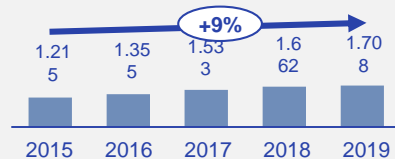
### Jobs

450 – 500 direct jobs

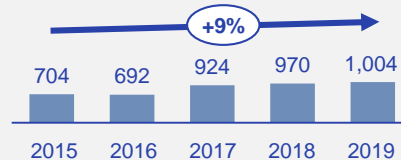


## Market growth and size

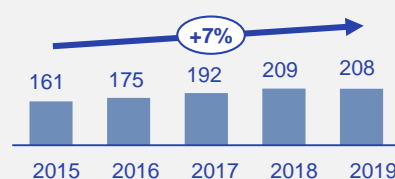
### Maroc Imports (Mns MAD)



### CEDEAO Imports (Mns MAD)



### Europe Imports (Mns MAD)

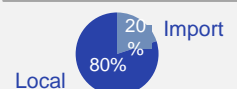


## Morocco's main import countries



Japan  
United States

## Local vs. Import



1. Product Complexity Index: the diversity and sophistication of the productive know-how required to produce a product. Products with high PCI value (the most complex products that only a few countries can produce) include electronics and chemicals. Products with a low PCI value (the least complex product that nearly all countries can produce) include raw materials and simple agricultural products.

2. Earnings before interest, taxes, depreciation and amortization