

# #46

## Project 46 :

Natural cosmetics manufacturing unit

Sub-sector:  
Chemistry



### Description

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



### Highlights

Morocco has a significant competitive advantage in the production and export of certain natural ingredients such as argan oil, prickly pear oil, ghassoul and soap. This will help improve the organic cosmetics offering both nationally and internationally.



### Morocco's main importing countries

- Japan
- United States



### Main inputs required

- Rosemary, Borneol thyme, mint, myrtle, geranium, lavandin, pistachio mastic, lemon verbena...



### Financial indicators

- Potential investment : ~40 - 60 Mns MAD
- Potential sales : ~130 - 170 Mns MAD
- EBITDA (as % of sales) : ~15% - 25%
- Jobs : ~450 - 500 direct jobs



### Investment incentives

#### Subsidies :

- Industrial Development and Investment Fund (FDII)
- ISTITMAR SME or VSE program, depending on sales

Investment Charter \*

#### Training assistance :

- IDMAJ" program
- TAEHIL" program

#### Financing :

- Mezzanine SME
- Tamwilcom

(\*) According to eligibility criteria

