

## **Apparel and Footwear in Morocco**

Market Direction | 2022-12-29 | 81 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Following a mild recovery in 2021, apparel and footwear in Morocco witnessed slower retail volume growth in 2022 although current value sales picked up substantially in 2022. Moroccan life returned to greater normality in 2022 following the lift of travel and movement restrictions and the re-opening of schools and offices. Retail stores once again remained open, but the lingering economic instability rendered consumers more cautious with expenditure. As consumers were seeking bargain buys, they...

Euromonitor International's Apparel and Footwear in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Apparel and Footwear in Morocco  
Euromonitor International  
December 2022

List Of Contents And Tables

### **APPAREL AND FOOTWEAR IN MOROCCO**

#### **EXECUTIVE SUMMARY**

Apparel and footwear in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### **MARKET DATA**

Table 1 Sales of Apparel and Footwear by Category: Volume 2017-2022  
Table 2 Sales of Apparel and Footwear by Category: Value 2017-2022  
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022  
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2018-2022  
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022  
Table 7 Distribution of Apparel and Footwear by Format: % Value 2017-2022  
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2022  
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027  
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027  
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027  
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **WOMENSWEAR IN MOROCCO**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Womenswear boosted by rising female workforce and return to tourism  
Consumers are more price sensitive  
Moroccan government abolishes shipping on

#### **PROSPECTS AND OPPORTUNITIES**

Women's rising financial independence creates strong opportunities for womenswear  
Domestic womenswear to build strength over forecast period  
Weaker economic conditions means price sensitivity will remain uppermost in purchasing decisions

#### **CATEGORY DATA**

Table 13 Sales of Womenswear by Category: Volume 2017-2022  
Table 14 Sales of Womenswear by Category: Value 2017-2022  
Table 15 Sales of Womenswear by Category: % Volume Growth 2017-2022  
Table 16 Sales of Womenswear by Category: % Value Growth 2017-2022  
Table 17 NBO Company Shares of Womenswear: % Value 2018-2022  
Table 18 LBN Brand Shares of Womenswear: % Value 2019-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 NBO Company Shares of Women's Nightwear: % Value 2018-2022  
 Table 20 LBN Brand Shares of Women's Nightwear: % Value 2019-2022  
 Table 21 NBO Company Shares of Women's Outerwear: % Value 2018-2022  
 Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2019-2022  
 Table 23 □NBO Company Shares of Women's Swimwear: % Value 2018-2022  
 Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2019-2022  
 Table 25 □NBO Company Shares of Women's Underwear: % Value 2018-2022  
 Table 26 □LBN Brand Shares of Women's Underwear: % Value 2019-2022  
 Table 27 □Forecast Sales of Womenswear by Category: Volume 2022-2027  
 Table 28 □Forecast Sales of Womenswear by Category: Value 2022-2027  
 Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2022-2027  
 Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2022-2027

## MENSWEAR IN MOROCCO

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The return to offices and full reopening post-pandemic boosts recovery in menswear  
 Local menswear brands offer more affordable prices to differentiate against international brands  
 Rise in office working boosts formalwear sales alongside tourism

#### PROSPECTS AND OPPORTUNITIES

Steady growth prospects as men focus on buying essentials  
 Local companies to bolster position with competitive strategies  
 Economic instability set to linger

#### CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2017-2022  
 Table 32 Sales of Menswear by Category: Value 2017-2022  
 Table 33 Sales of Menswear by Category: % Volume Growth 2017-2022  
 Table 34 Sales of Menswear by Category: % Value Growth 2017-2022  
 Table 35 NBO Company Shares of Menswear: % Value 2018-2022  
 Table 36 LBN Brand Shares of Menswear: % Value 2019-2022  
 Table 37 NBO Company Shares of Men's Nightwear: % Value 2018-2022  
 Table 38 LBN Brand Shares of Men's Nightwear: % Value 2019-2022  
 Table 39 NBO Company Shares of Men's Outerwear: % Value 2018-2022  
 Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2019-2022  
 Table 41 □NBO Company Shares of Men's Swimwear: % Value 2018-2022  
 Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2019-2022  
 Table 43 □NBO Company Shares of Men's Underwear: % Value 2018-2022  
 Table 44 □LBN Brand Shares of Men's Underwear: % Value 2019-2022  
 Table 45 □Forecast Sales of Menswear by Category: Volume 2022-2027  
 Table 46 □Forecast Sales of Menswear by Category: Value 2022-2027  
 Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2022-2027  
 Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2022-2027

## CHILDRENSWEAR IN MOROCCO

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Modernisation leads to rising demand for fashionable clothing  
 Declining birth rates weaken sales of babywear  
 Parents are highly price-sensitive

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## PROSPECTS AND OPPORTUNITIES

Parents to rely heavily on sales, promotional events and also second-hand stores

Kids' active lifestyles will continue to drive demand for sportswear

Baby and toddler wear faces muted growth

## CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2017-2022

Table 50 Sales of Childrenswear by Category: Value 2017-2022

Table 51 Sales of Childrenswear by Category: % Volume Growth 2017-2022

Table 52 Sales of Childrenswear by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Childrenswear: % Value 2018-2022

Table 54 LBN Brand Shares of Childrenswear: % Value 2019-2022

Table 55 Forecast Sales of Childrenswear by Category: Volume 2022-2027

Table 56 Forecast Sales of Childrenswear by Category: Value 2022-2027

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2022-2027

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2022-2027

## SPORTSWEAR IN MOROCCO

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sportswear enjoys stronger recovery following COVID-19 pandemic

Price-sensitivity drives demand for economy lines in sportswear

Planet Sport SARL continues to lead sportswear

## PROSPECTS AND OPPORTUNITIES

Health and fitness to drive future growth momentum

Women emerging as a larger target audience

Economy sportswear will continue to gain popularity

## CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2017-2022

Table 60 Sales of Sportswear by Category: % Value Growth 2017-2022

Table 61 NBO Company Shares of Sportswear: % Value 2018-2022

Table 62 LBN Brand Shares of Sportswear: % Value 2019-2022

Table 63 Distribution of Sportswear by Format: % Value 2017-2022

Table 64 Forecast Sales of Sportswear by Category: Value 2022-2027

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2022-2027

## JEANS IN MOROCCO

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers trade down to economy and standard jeans with a preference for local brands

Fashion trends make a comeback in 2022

Levi's re-launches retail store in Morocco

## PROSPECTS AND OPPORTUNITIES

Essential nature of jeans will propel category growth

Frugal consumer mindset will prevail in 2022

Imported jeans brands to remain expensive for many consumers

## CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2017-2022

Table 67 Sales of Jeans by Category: Value 2017-2022

Table 68 Sales of Jeans by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2017-2022  
 Table 70 Sales of Men's Jeans by Category: Volume 2017-2022  
 Table 71 Sales of Men's Jeans by Category: Value 2017-2022  
 Table 72 Sales of Men's Jeans by Category: % Volume Growth 2017-2022  
 Table 73 Sales of Men's Jeans by Category: % Value Growth 2017-2022  
 Table 74 Sales of Women's Jeans by Category: Volume 2017-2022  
 Table 75 □Sales of Women's Jeans by Category: Value 2017-2022  
 Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2017-2022  
 Table 77 □Sales of Women's Jeans by Category: % Value Growth 2017-2022  
 Table 78 □NBO Company Shares of Jeans: % Value 2018-2022  
 Table 79 □LBN Brand Shares of Jeans: % Value 2019-2022  
 Table 80 □Forecast Sales of Jeans by Category: Volume 2022-2027  
 Table 81 □Forecast Sales of Jeans by Category: Value 2022-2027  
 Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2022-2027  
 Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2022-2027  
 Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2022-2027  
 Table 85 □Forecast Sales of Men's Jeans by Category: Value 2022-2027  
 Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2022-2027  
 Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2022-2027  
 Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2022-2027  
 Table 89 □Forecast Sales of Women's Jeans by Category: Value 2022-2027  
 Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2022-2027  
 Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2022-2027

#### HOSIERY IN MOROCCO

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Hosiery purchasing decisions heavily based on price

Hosiery continues to recover in 2022

Warmer weather dampens hosiery demand

##### PROSPECTS AND OPPORTUNITIES

Wide distribution benefits category growth

Non-sheer hosiery will continue to dominate category

Fashion trends to support growth

##### CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2017-2022  
 Table 93 Sales of Hosiery by Category: Value 2017-2022  
 Table 94 Sales of Hosiery by Category: % Volume Growth 2017-2022  
 Table 95 Sales of Hosiery by Category: % Value Growth 2017-2022  
 Table 96 NBO Company Shares of Hosiery: % Value 2018-2022  
 Table 97 LBN Brand Shares of Hosiery: % Value 2019-2022  
 Table 98 Forecast Sales of Hosiery by Category: Volume 2022-2027  
 Table 99 Forecast Sales of Hosiery by Category: Value 2022-2027  
 Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2022-2027  
 Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2022-2027

#### APPAREL ACCESSORIES IN MOROCCO

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Apparel accessories witness moderate decline

Mixed performance in other categories

Local players lead apparel accessories

#### PROSPECTS AND OPPORTUNITIES

Workplace trends will spur demand for apparel accessories

Modest fashion trend to drive sales of scarves

Climate change will influence demand patterns

#### CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2017-2022

Table 103 Sales of Apparel Accessories by Category: Value 2017-2022

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2017-2022

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2017-2022

Table 106 NBO Company Shares of Apparel Accessories: % Value 2018-2022

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2019-2022

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2022-2027

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2022-2027

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2022-2027

Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2022-2027

#### FOOTWEAR IN MOROCCO

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Casual and sport-inspired fashion comes to the fore in footwear

Footwear unit prices decline

Plant Sport SARL leads footwear

#### PROSPECTS AND OPPORTUNITIES

Casual footwear to remain the preferred option for Moroccans

Sportswear to become lifestyle requirement as more consumers take up sports activities

Second-hand stores to remain popular for footwear

#### CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2017-2022

Table 113 Sales of Footwear by Category: Value 2017-2022

Table 114 Sales of Footwear by Category: % Volume Growth 2017-2022

Table 115 Sales of Footwear by Category: % Value Growth 2017-2022

Table 116 NBO Company Shares of Footwear: % Value 2018-2022

Table 117 LBN Brand Shares of Footwear: % Value 2019-2022

Table 118 Distribution of Footwear by Format: % Value 2017-2022

Table 119 Forecast Sales of Footwear by Category: Volume 2022-2027

Table 120 Forecast Sales of Footwear by Category: Value 2022-2027

Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2022-2027

Table 122 □Forecast Sales of Footwear by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Apparel and Footwear in Morocco

Market Direction | 2022-12-29 | 81 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com