

**Apparel and Footwear in Morocco**

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

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**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.

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Apparel accessories witness moderate decline

Mixed performance in other categories

Local players lead apparel accessories

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