

Jeans in Morocco

Market Direction | 2022-12-29 | 22 pages | Euromonitor

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Report description:

Consumers have started to trade down to economy and standard jeans brands which are more affordable due to the rising cost of living brought forth by continued difficult economic conditions. Standard jeans are the most in demand due to their affordability and quality. However, economy jeans were sought out by women as these are worn with long shirts. Meanwhile, premium and super-premium jeans underperformed the whole category due to rising prices of imported jeans.

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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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