

Womenswear in Morocco

Market Direction | 2022-12-29 | 27 pages | Euromonitor

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Report description:

The rising number of Moroccan women joining the workforce has strengthened womenswear's sales in 2022 with employers placing greater demands on women to dress formally. The most notable demand has come in the tourism industry as a larger number of tourist complexes and agencies saw peak periods in 2022 due to the soaring number of tourist arrivals. Women in such working environments are required to dress up in formalwear due to face-to-face interaction and meetings.

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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.

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