

Hypermarkets in Morocco

Market Direction | 2023-03-16 | 33 pages | Euromonitor

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Report description:

Hypermarkets continues to lead modern grocery retailing in value terms, supported by vast offerings that enable this format to be positioned as a one-stop shop. During the inflationary period in 2022, players intensified their promotional campaigns by slashing their prices to retain shoppers' loyalty. Label'Vie, for instance, introduced an "Irresistible Price" label that guaranteed lower prices by compensating shoppers with twice the value of the different pricing if they find cheaper options el...

Euromonitor International's Hypermarkets in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Hypermarkets 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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