

Supermarkets in Morocco

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

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Report description:

It is estimated that 33% of Moroccans from the middle and upper classes shop at medium-sized markets and supermarkets at least once a week. In contrast, those who continued to patronise small local grocers tend to be from lower-income groups. As a result, supermarket shopping links directly to purchasing power. According to recent studies, more than half (53%) of Moroccan supermarket shoppers earn at least MAD20,000 (USD2,160) per month, compared to 27% who earn less than MAD6,000 (USD648). The...

Euromonitor International's Supermarkets 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 Supermarkets 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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