

## **Apparel and Footwear Specialists in Morocco**

Market Direction | 2023-03-16 | 34 pages | Euromonitor

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### **Report description:**

In 2021, Moroccan consumers were obliged to largely stay home, and the closure of many workplaces, universities, sports clubs and schools for an extended period meant that demand for apparel and footwear remained well below its pre-pandemic level. Moreover, consumer purchasing power was negatively affected by the economic shock of the pandemic. Meanwhile, changing rooms in apparel and footwear specialists remained out of bounds for most of the year due to COVID-19 restrictions.

Euromonitor International's Apparel and Footwear Specialists 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 Apparel and Footwear Specialists 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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