

## **General Merchandise Stores in Morocco**

Market Direction | 2023-03-16 | 35 pages | Euromonitor

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### **Report description:**

There are relatively few variety stores in Morocco, but their number increased steady throughout the review period. Most of the products sold by variety stores are relatively low priced, so many consumers continued to buy them - even in a difficult economic environment. The leading sales categories for variety stores in Morocco include jewellery, toys and home accessories. Most variety stores are located in shopping centres or urban conurbations - often close to modern grocery retail outlets suc...

Euromonitor International's General Merchandise Stores 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.

Product coverage: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

April 2023

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Variety stores attract price-sensitive shoppers

Alpha 55 retains the lead through store openings and an omnichannel approach

Department stores threatened by retail e-commerce, particularly online marketplaces as well as hypermarkets

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Department stores benefits from store openings and the return of tourism although the category continues facing intensified competition

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Chaabane

Eid kbir

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