

## **Retail in Morocco**

Market Direction | 2023-03-16 | 102 pages | Euromonitor

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### **Report description:**

The Moroccan retailing landscape continued to report a steady increase in 2022 after the decline caused by lockdown restrictions in 2022. However, this performance was supported mainly by a rise in inflation to 5.5% from a 0.6% low in 2020. In response to this problem, shoppers reduced their spending on discretionary goods, leading to a slower recovery across categories, such as appliances and electronics, which were also further affected by currency depreciation. Nevertheless, modern grocery re...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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

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Proximity and convenience are expected to drive competitiveness within the category. For instance, in 2022, Biougnach Electro announced that by 2025 it plans to be located 30km from 85% of the Moroccan population. Along the same lines, Electroplanet plans to add five additional outlets annually. Although such an initiative will mainly affect the performance of independent traders, which have fewer financial resources and are directly more exposed to difficult economic conditions, the category is nevertheless expected to remain fragmented.

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