

**Womenswear in Morocco**

Market Direction | 2023-11-27 | 26 pages | Euromonitor

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**Report description:**

In response to Morocco's hot climate, loose trousers, loose tops, and dresses have surged in popularity. Dresses, especially, have seen significant growth as they cater to both conservative and less conservative women. This trend aligns with a growing desire for comfort due to warm weather conditions. Moreover, the economic advantage of purchasing a single dress instead of separate items resonates with the increasing price-sensitivity among women.

Euromonitor International's Womenswear in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

**Why buy this report?**

- \* Get a detailed picture of the Womenswear 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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