

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

Market Direction | 2024-02-28 | 34 pages | Euromonitor

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### **Report description:**

Decathlon, a key player in the mass distribution of sports and leisure apparel and footwear, continued to demonstrate its winning model in 2023. With a discreet yet impactful approach, Decathlon has successfully democratised access to sports and leisure apparel and footwear in Morocco. Over the past 14 years, the company has opened 18 stores across the country, emphasising its commitment to locally made products. This approach has not only enhanced accessibility to quality sporting goods but als...

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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## Table of Contents:

Apparel and Footwear Specialists in Morocco  
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List Of Contents And Tables

### APPAREL AND FOOTWEAR SPECIALISTS IN MOROCCO

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decathlon's impactful role in democratising access

Impact of border closures on traditional circuits

The category remains highly fragmented, led by Defacto and LC Waikiki

#### PROSPECTS AND OPPORTUNITIES

Economic recovery to drive expansion

Fragmentation and competition

Rise of omnichannel players

#### CHANNEL DATA

Table 1 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 4 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 5 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 6 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### RETAIL IN MOROCCO

#### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Marjane Group expands digital footprint with marketplace launch, anticipates 20% turnover increase

Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Black Friday

Chaabane

Ramadan

Eid kbir

Summer

Back to School

#### MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

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Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 □Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 □Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 □Retail GBO Company Shares: % Value 2019-2023

Table 29 □Retail GBN Brand Shares: % Value 2020-2023

Table 30 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 43 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

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Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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