

Convenience Retailers in Morocco

Market Direction | 2024-02-28 | 35 pages | Euromonitor

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Report description:

In 2023, Moroccan retailers faced heightened competition, compelling them to diversify their strategies to maintain market relevance and sustain growth. Convenience stores, in particular, encountered stiff competition not only from traditional outlets like Hanout and souks but also from emerging channels such as discounters. The phenomenon of cannibalisation, extending beyond conventional competitors, underscored the need for innovative approaches to differentiation and value proposition.

Euromonitor International's Convenience Retailers 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: Convenience Stores, Forecourt Retailers.

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

Why buy this report?

- * Get a detailed picture of the Convenience Retailers 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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