

Discounters in Morocco

Market Direction | 2024-02-28 | 33 pages | Euromonitor

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Report description:

Moroccan households continued to grapple with economic constraints in 2023, driving heightened price sensitivity and bolstering demand for discounters. With inflation reaching a decade high in the previous year, consumers increasingly sought affordable shopping alternatives, favouring discounters over traditional formats like convenience stores and supermarkets. This trend was further supported by the continued expansion of discounters' outlet networks, with a total of 625 outlets toward the end...

Euromonitor International's Discounters 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 Discounters 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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