

Retail E-Commerce in Morocco

Market Direction | 2024-02-28 | 36 pages | Euromonitor

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Report description:

Retail e-commerce in Morocco witnessed an accelerated expansion throughout the review period and in 2023, propelled by several factors contributing to its robust growth trajectory. The channel experienced a notable surge in online transactions, reflecting a growing consumer inclination towards digital shopping channels. This trend underscores a fundamental shift in consumer behaviour, with more Moroccans embracing the convenience and accessibility offered by online platforms for their purchasing...

Euromonitor International's Retail E-Commerce 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 by Product, Retail E-Commerce by Type.

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 E-Commerce 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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