

## **Small Local Grocers in Morocco**

Market Direction | 2024-02-28 | 32 pages | Euromonitor

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### **Report description:**

In 2023, government intervention played a pivotal role in bolstering the resilience of small local grocers against mounting competition from modern retail formats. Recognising the economic importance of these traditional outlets, the government implemented various measures aimed at sustaining their presence in the market. Notably, plans were announced to establish purchasing centres to empower local businesses by facilitating group purchases and negotiating competitive prices akin to large retail...

Euromonitor International's Small Local Grocers 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 Small Local Grocers 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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### Summary 2 Research Sources

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