

Supermarkets in Morocco

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

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Report description:

Moroccan consumers exhibit a pronounced sensitivity to prices and often rely on traditional supply methods, prioritising trust and availability when selecting vendors. A positive store image is thus crucial in their purchasing decisions. While rural populations predominantly procure fresh produce from local markets, urban dwellers with higher incomes lean towards processed and packaged goods. Although traditional dishes prepared at home remain prevalent, there is a rising demand for convenience...

Euromonitor International's Supermarkets 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 Supermarkets 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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