

Vending in Morocco

Market Direction | 2024-02-28 | 34 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Despite signs of economic recovery, vending in Morocco continues to grapple with the lingering effects of the pandemic. As a relatively marginal channel with low retail current value sales, vending faces inherent challenges exacerbated by shifting consumer preferences and lingering uncertainty. Moroccans, exhibiting a marked preference for coffee shops, have historically overlooked vending machines, contributing to its limited penetration, particularly beyond urban areas. While vending experienc...

Euromonitor International's Vending 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: Appliances and Electronics Vending, Drinks and Tobacco Vending, Fashion Vending, Foods Vending, Health and Beauty Vending, Home Products Vending, Other Products Vending.

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

Why buy this report?

- * Get a detailed picture of the Vending 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,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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.

Table of Contents:

Vending in Morocco
Euromonitor International
February 2024

List Of Contents And Tables

VENDING IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenges persist: Vending struggles amid lingering pandemic effects

Beverage dominance persists: Market dynamics in 2023

Emerging Threats: Coffee Bike's Disruptive Potential

PROSPECTS AND OPPORTUNITIES

Steady growth trajectory: Unlocking potential in vending

Targeting niche markets: Expanding vending reach

Embracing digitalisation: Cashless vending takes centre stage

CHANNEL DATA

Table 1 Vending by Product: Value 2018-2023

Table 2 Vending by Product: % Value Growth 2018-2023

Table 3 Vending GBO Company Shares: % Value 2019-2023

Table 4 Vending GBN Brand Shares: % Value 2020-2023

Table 5 Vending Forecasts by Product: Value 2023-2028

Table 6 Vending Forecasts by Product: % Value Growth 2023-2028

RETAIL IN MOROCCO

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Marjane Group expands digital footprint with marketplace launch, anticipates 20% turnover increase

Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Black Friday

Chaabane

Ramadan

Eid kbir

Summer

Back to School

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 Sales in Retail Offline by Channel: Value 2018-2023

Table 10 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 Retail Offline Outlets by Channel: Units 2018-2023

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 □Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 □Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 23 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 24 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 25 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 26 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 27 □Retail GBO Company Shares: % Value 2019-2023

Table 28 □Retail GBN Brand Shares: % Value 2020-2023

Table 29 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 30 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 31 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 32 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 33 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 34 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 35 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 36 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 40 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 42 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 43 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 44 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 45 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 46 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 47 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 48 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 51 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 54 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 56 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

Vending in Morocco

Market Direction | 2024-02-28 | 34 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com