

Vending in Morocco

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

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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.

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Euromonitor International
February 2024

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