

## **Consumer Lifestyles in Morocco**

Market Direction | 2024-06-12 | 55 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles in Morocco report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Overview 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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### **Table of Contents:**

Scope

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## Consumer landscape in Morocco 2024

### Personal traits and values

Moroccans are concerned about the rising unit prices of essential goods

Older generations prioritise spending time with their close family

Moroccans are open to exploring and embracing different cultures and backgrounds

Gen X most interested in cultures other than their own

Younger generations expect to be better off financially in the future

Personal traits and values survey highlights

### Home life and leisure time

Moroccans most commonly spend their time at home connecting with loved ones online

Baby boomers most likely to attend virtual events

Older generations show most interest in energy-efficient homes

Safe location remains the number one home preference

Moroccan consumers want to unwind and relax when travelling

Home life and leisure time survey highlights

### Eating and dietary habits

Consumers in Morocco look for healthy ingredients in food and beverages

Older generations say that someone else in their household typically cooks for them

Consumers most regularly cook and prepare their own meals

Younger generations focus on identifying nutrition information on labels

Moroccans are more easily persuaded to pay more for better tasting food

Eating and dietary habits survey highlights

### Working life

Commitment to ethical and social responsibility from employers remains high priority

Moroccans without children are more adamant about having a work-life balance

Younger generations more interested in working for a successful company

Younger generations have more entrepreneurial ambitions

Working life survey highlights

### Health and wellness

Moroccans most frequently exercise on a weekly basis

Gen X is Morocco's only generation to prefer herbal remedies for stress reduction

All-natural labelling is the most influential healthy food and drink feature

Baby boomers most active in using tech for health tracking and guidance

Health and wellness survey highlights

### Shopping and spending

Gen Z consumers taking steps to enable discounted shopping habits

Baby boomers like to treat themselves more than others do

Gen X most interested in products with unambiguous labels

Moroccan consumers are conscious of expanding products' lifespan

Baby boomers leading by example with ethical shopping habits

Baby boomers most engaged and actively engaging with brands online

Consumers in Morocco highly trust friends and family recommendations

Putting money into savings is a high priority for Gen Z consumers

Gen X most concerned about their financial situation

Shopping and spending survey highlights

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