

Consumer Values and Behaviour in Morocco

Market Direction | 2024-06-07 | 56 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour 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 Values 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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Scope

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Consumer values and behaviour in Morocco

Moroccans like to ensure health and safety measures are in place before they go out
Baby boomers most comfortable expressing their identity openly with friends and family
Consumers in Morocco open to trying new brands and innovative services
Baby boomers prefer branded products over their non-branded counterparts
Moroccan consumers' quality of life outlook remains bright
Being happier and better off financially going hand in hand among all generations
Among home activities, Moroccans choose to connect with friends or family virtually
Safe location remains the most desired home feature
Majority of Moroccan consumers prefer to prepare their own meals
Moroccans say that someone else in their household typically cooks for them
Millennials most likely to mention barriers restricting them from cooking their own meals
Over half of Moroccans focus on healthy ingredients in food and beverages
Gen X most concerned with maintaining a positive work-life balance
Moroccans prioritise earning potential over job security
Consumers in Morocco say they have a strict boundary between work and personal life
Moroccans engage in online social activities at least weekly
Older generations take part in virtual events
Consumers' top travel motivation - unwinding to relax
Gen X deems best value offerings most important feature when travelling
Less strenuous exercise, like weekly walking or hiking, is the most popular training routine
Younger generations more willing to take part in team sports and group classes
Consumers in Morocco prefer massages as a stress reduction measure
Moroccan consumers are feeling uneasy about the effects of climate change
Consumers actively engaged in adopting more sustainable behaviours
Moroccans motivated to opt for products that consume less energy
Consumers in Morocco say they would rather buy fewer, but higher quality things
Older generations committed to supporting locally-owned enterprises
Moroccans endeavour to embrace a minimalist lifestyle
Baby boomers more willing to try private label goods compared to Gen Z
Health and wellness expenditure expected to see biggest increase
Gen Z committed to spending money on upskilling and personal development
Moroccans express concern over their current economic state
Baby boomers feeling secure in their financial means
Gen Z expect to increase overall spending the most
Consumers are proactive in managing data sharing and privacy settings
Baby boomers confirm commitment to sharing personal data to receive targeted adds
Moroccan consumers use communication or messaging apps most frequently
Moroccans constantly interacting and communicating via messaging apps
Baby boomers most active in buying goods or services online
Moroccans show support for companies by following their social media updates
Baby boomers proving to have most interactions with brands online

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