

## **Apparel and Footwear in Morocco**

Market Direction | 2024-12-06 | 82 pages | Euromonitor

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### **Report description:**

In 2024, apparel and footwear faced ongoing economic challenges in Morocco due to declining household disposable income. Locals remained cautious with expenditure and prioritised essential purchases such as food groceries. Manufacturers have also had a tough year due to higher logistical costs and a rise in the minimum wage that drove up operational expenses. The fluctuating exchange rate also directly impacted Moroccan apparel and footwear manufacturers, since a significant share of products ar...

Euromonitor International's Apparel and Footwear in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear 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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