

Childrenswear in Morocco

Market Direction | 2024-12-06 | 17 pages | Euromonitor

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Report description:

In Morocco, childrenswear witnessed stable demand in 2024, although families are still struggling with higher costs of living, and this is compelling many Moroccans to exercise caution in their discretionary spending. Further exacerbating this situation is the fact that children typically outgrow their clothing relatively quickly, necessitating more frequent purchases compared to adult apparel. Price-sensitive consumers often wait for promotional sales to make bulk purchases due to the high repl...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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