

## **Jeans in Morocco**

Market Direction | 2024-12-06 | 21 pages | Euromonitor

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### **Report description:**

Consumer demand for jeans continues to rise in 2024, with premium and economy ranges reporting stronger volume growth year on year in Morocco. On aggregate, economy jeans is the largest category by volume sales in both women's and men's jeans. Given the ongoing economic uncertainty and financial pressures faced by consumers, there was a notable upswing in demand for economy brands and private label lines. These are well-positioned to cater to budget-conscious consumers, providing them with quali...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- \* Get a detailed picture of the Jeans 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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**Table of Contents:**

Jeans in Morocco  
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December 2024

List Of Contents And Tables

JEANS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economy jeans dominate amid economic challenges

Moroccan men invest in higher quality jeans

High-waisted jeans for women are the new must-have

PROSPECTS AND OPPORTUNITIES

Discounts and promotions will drive purchasing behaviour

Private label is set to improve share in jeans

Jeans producers to roll out more sustainable jeans

CATEGORY DATA

Table 1 Sales of Jeans by Category: Volume 2019-2024

Table 2 Sales of Jeans by Category: Value 2019-2024

Table 3 Sales of Jeans by Category: % Volume Growth 2019-2024

Table 4 Sales of Jeans by Category: % Value Growth 2019-2024

Table 5 Sales of Men's Jeans by Category: Volume 2019-2024

Table 6 Sales of Men's Jeans by Category: Value 2019-2024

Table 7 Sales of Men's Jeans by Category: % Volume Growth 2019-2024

Table 8 Sales of Men's Jeans by Category: % Value Growth 2019-2024

Table 9 Sales of Women's Jeans by Category: Volume 2019-2024

Table 10 Sales of Women's Jeans by Category: Value 2019-2024

Table 11 Sales of Women's Jeans by Category: % Volume Growth 2019-2024

Table 12 Sales of Women's Jeans by Category: % Value Growth 2019-2024

Table 13 NBO Company Shares of Jeans: % Value 2020-2024

Table 14 LBN Brand Shares of Jeans: % Value 2021-2024

Table 15 Forecast Sales of Jeans by Category: Volume 2024-2029

Table 16 Forecast Sales of Jeans by Category: Value 2024-2029

Table 17 Forecast Sales of Jeans by Category: % Volume Growth 2024-2029

Table 18 Forecast Sales of Jeans by Category: % Value Growth 2024-2029

Table 19 Forecast Sales of Men's Jeans by Category: Volume 2024-2029

Table 20 Forecast Sales of Men's Jeans by Category: Value 2024-2029

Table 21 Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029

Table 22 Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029

Table 23 Forecast Sales of Women's Jeans by Category: Volume 2024-2029

Table 24 Forecast Sales of Women's Jeans by Category: Value 2024-2029

Table 25 Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029

Table 26 Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN MOROCCO

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 27 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 28 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 31 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 33 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 36 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 37 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 38 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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