

Womenswear in Morocco

Market Direction | 2024-12-06 | 26 pages | Euromonitor

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Report description:

Womenswear in Morocco continues to display robust sales in 2024, with a more upbeat performance in volume terms. Demand for womenswear remained stable despite the challenging economic environment and pressure on consumer spending. Due to Morocco's hot climate, loose trousers, loose tops, and dresses are very popular. Dresses cater to both conservative and less conservative women. Locals remain price-conscious and are drawn towards cheaper apparel. Moreover, the economic advantage of purchasing a...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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:

Womenswear in Morocco
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List Of Contents And Tables

WOMENSWEAR IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Womenswear posts solid volume growth

Price is key factor in purchasing decision

Private label lines thrive in womenswear

PROSPECTS AND OPPORTUNITIES

Sportswear to increase in popularity among Moroccan woman

Promotions required to support needs of Moroccan women

Sustainability will become a key focus

CATEGORY DATA

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

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

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

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

Table 5 NBO Company Shares of Womenswear: % Value 2020-2024

Table 6 LBN Brand Shares of Womenswear: % Value 2021-2024

Table 7 NBO Company Shares of Women's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Women's Outerwear: % Value 2020-2024

Table 10 □LBN Brand Shares of Women's Outerwear: % Value 2021-2024

Table 11 □NBO Company Shares of Women's Swimwear: % Value 2020-2024

Table 12 □LBN Brand Shares of Women's Swimwear: % Value 2021-2024

Table 13 □NBO Company Shares of Women's Underwear: % Value 2020-2024

Table 14 □LBN Brand Shares of Women's Underwear: % Value 2021-2024

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

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

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

Table 18 □Forecast Sales of Womenswear 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 19 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 □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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