

Apparel and Footwear Specialists in Morocco

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Abstracts

Decathlon, a key player in the mass distribution of sports and leisure apparel and footwear, continued to demonstrate its winning model in 2023. With a discreet yet impactful approach, Decathlon has successfully democratised access to sports and leisure apparel and footwear in Morocco. Over the past 14 years, the company has opened 18 stores across the country, emphasising its commitment to locally made products. This approach has not only enhanced accessibility to quality sporting goods but als...

Euromonitor International's Apparel and Footwear Specialists in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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 Specialists 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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