

# Consumer Values and Behaviour in Morocco

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## Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Morocco report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- Get a detailed picture of the Consumer Values 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

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### Scope

Consumer values and behaviour in Morocco

Moroccans like to ensure health and safety measures are in place before they go out

Baby boomers most comfortable expressing their identity openly with friends and family

Consumers in Morocco open to trying new brands and innovative services

Baby boomers prefer branded products over their non-branded counterparts

Moroccan consumers' quality of life outlook remains bright

Being happier and better off financially going hand in hand among all generations

Among home activities, Moroccans choose to connect with friends or family virtually

Safe location remains the most desired home feature

Majority of Moroccan consumers prefer to prepare their own meals

Moroccans say that someone else in their household typically cooks for them

Millennials most likely to mention barriers restricting them from cooking their own meals

Over half of Moroccans focus on healthy ingredients in food and beverages

Gen X most concerned with maintaining a positive work-life balance

Moroccans prioritise earning potential over job security

Consumers in Morocco say they have a strict boundary between work and personal life

Moroccans engage in online social activities at least weekly

Older generations take part in virtual events

Consumers' top travel motivation – unwinding to relax

Gen X deems best value offerings most important feature when travelling

Less strenuous exercise, like weekly walking or hiking, is the most popular training routine

Younger generations more willing to take part in team sports and group classes

Consumers in Morocco prefer massages as a stress reduction measure

Moroccan consumers are feeling uneasy about the effects of climate change

Consumers actively engaged in adopting more sustainable behaviours

Moroccans motivated to opt for products that consume less energy

Consumers in Morocco say they would rather buy fewer, but higher quality things

Older generations committed to supporting locally-owned enterprises

Moroccans endeavour to embrace a minimalist lifestyle

Baby boomers more willing to try private label goods compared to Gen Z

Health and wellness expenditure expected to see biggest increase

Gen Z committed to spending money on upskilling and personal development

Moroccans express concern over their current economic state

Baby boomers feeling secure in their financial means

Gen Z expect to increase overall spending the most

Consumers are proactive in managing data sharing and privacy settings  
Baby boomers confirm commitment to sharing personal data to receive targeted ads  
Moroccan consumers use communication or messaging apps most frequently  
Moroccans constantly interacting and communicating via messaging apps  
Baby boomers most active in buying goods or services online  
Moroccans show support for companies by following their social media updates  
Baby boomers proving to have most interactions with brands online

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