

E-Commerce in Morocco

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Abstracts

Growth in e-commerce retail current value sales accelerated to its fastest rate in five years during 2020. COVID-19 was the main driver of this: With physical stores closed for an extended period during lockdown and consumers fearing shortages of essential products, they began to shop online in growing numbers. According to data from the payments industry, card payments made online rose at an annual rate of 26% during the first three months of 2020.

Euromonitor International's E-Commerce 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.

Product coverage: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

Why buy this report?

Get a detailed picture of the E-Commerce 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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Pandemic results in a stampede of retailers and brands adopting e-commerce

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GLOBAL INDUSTRY ENVIRONMENT

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