

# Food and Drink E-Commerce in Morocco

<https://marketpublishers.com/r/FCF67DB88C54EN.html>

Date: February 2022

Pages: 40

Price: US\$ 990.00 (Single User License)

ID: FCF67DB88C54EN

## Abstracts

COVID-19 drove a sharp acceleration in the rate of growth in retail current value sales of food and drink e-commerce during 2020. With consumers fearful of shortages of kitchen essential due to supply-chain disruption, some of them sought to stock up on these products by ordering them online. Jumia Food and on-demand delivery app Glovo both partnered with a growing number of foodservice outlets during the year. Jumia Food's partners now include McDonald's, Paul, Les Maîtres du Pain and Pralinor.

Euromonitor International's Food and Drink 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.

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

### Why buy this report?

Get a detailed picture of the Food and Drink 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.

## Contents

### FOOD AND DRINK E-COMMERCE IN MOROCCO

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Fierce competition between leaders Glovo and Jumia Food

Local player Veat bets on sustainability

Marjane claims that its e-commerce platform has more than half a million active monthly users

#### PROSPECTS AND OPPORTUNITIES

Young adults in large urban centres will be the main growth driver

Economies of scale will make food and drink e-commerce cheaper and faster

Dissatisfied drivers could derail growth

#### CHANNEL DATA

Table 1 Food and Drink E-Commerce: Value 2016-2021

Table 2 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 3 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 4 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

### RETAILING IN MOROCCO

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Modern retailing continues to grow both on and offline

Discounters the big winner from COVID-19

Modern grocery retailers and e-commerce will continue to gain ground

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 5 Cash and Carry Sales: Value 2016-2021

Seasonality

Back to School

Eid al-Adha

Achoura

Payments

Delivery and collection

Emerging business models

### MARKET DATA

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021
Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021
Table 8 Sales in Store-based Retailing by Channel: Value 2016-2021
Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021
Table 10 Store-based Retailing Outlets by Channel: Units 2016-2021
Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
Table 12 Sales in Non-Store Retailing by Channel: Value 2016-2021
Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021
Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 16 Sales in Grocery Retailers by Channel: Value 2016-2021
Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
Table 18 Grocery Retailers Outlets by Channel: Units 2016-2021
Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 22 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
Table 24 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 28 Sales in Mixed Retailers by Channel: Value 2016-2021
Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
Table 30 Mixed Retailers Outlets by Channel: Units 2016-2021
Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 32 Retailing GBO Company Shares: % Value 2017-2021
Table 33 Retailing GBN Brand Shares: % Value 2018-2021
Table 34 Store-based Retailing GBO Company Shares: % Value 2017-2021
Table 35 Store-based Retailing GBN Brand Shares: % Value 2018-2021
Table 36 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
Table 37 Non-Store Retailing GBO Company Shares: % Value 2017-2021
Table 38 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
Table 39 Grocery Retailers GBO Company Shares: % Value 2017-2021
Table 40 Grocery Retailers GBN Brand Shares: % Value 2018-2021
Table 41 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
Table 47 Mixed Retailers GBO Company Shares: % Value 2017-2021
Table 48 Mixed Retailers GBN Brand Shares: % Value 2018-2021
Table 49 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Food and Drink E-Commerce in Morocco

Product link: <https://marketpublishers.com/r/FCF67DB88C54EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FCF67DB88C54EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970