

# Megatrends in Morocco

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## Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Morocco.

Euromonitor's Megatrends 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 Megatrends 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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### Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Government makes digital library available to all citizens

Uptake of digital technology is increasing rapidly

Consumers are protective of their personal data

Gen X are the most likely to actively manage their data settings

Friends and family remain the most trusted source of information

More expect to return to in-person than online activities post-pandemic

Experience more

New streaming service Aflamin showcases Moroccan cinema

Affluent Moroccans enjoy tailored experiences

Online socialising is more common than face-to-face post-pandemic

Holidaymakers prioritise relaxation and nature in a travel destination

Millennials are the most eager to resume in-person activities

Middle class reset

Used car marketplace Kifal set for further expansion under Autochek ownership

Millennials are the biggest bargain-hunters

The repurposing concept is not yet widespread in Morocco

Baby Boomers are the most open to buying pre-owned items

Premiumisation

Barry Callebaut partners with Morocco's Attelli to develop gourmet chocolate offerings

Consumers yearn for a simpler life

Most Moroccans are confident in their long-term investments

Quality is an important factor in the path to purchase

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Attijariwafa bank facilitates instant cross-border payments through Thunes tie-up

Moroccans have relatively easy access to international products

Gen X are the most focused on supporting local business

Shopping reinvented

Jumia offers greater convenience through tie-up with TotalEnergies

Moroccans are increasing their engagement with brands on social media

Millennials are the most likely to shop from social media platforms

Sustainable living

Plastic waste recycling trial MOSSUP proves a resounding success

Helping those in need is an important element of Moroccan culture  
Wellness

Morocco promotes a meat-free lifestyle at its fourth annual Veg'Fest

Moroccans seek healthier ingredients in food and drink

Herbal remedies are widely consumed

Consumers remain cautious about health and safety post-pandemic

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