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Men's Jeans in Morocco

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Abstracts

Standard men’s jeans led growth in 2010, with current retail value sales increasing by 10% due to the recent opening of new clothing franchises in Morocco such as Zara Homme and Jules. In addition, sales are also being fuelled by rising consumer image and brand awareness. Shopping malls such as Al Mazar and Mega Mall have opened in Marrakech and Rabat and offer a large number of clothing stores and have contributed actively to boosting jeans sales.

Euromonitor International's Men's Jeans in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Men's Jackets and Coats, Men's Jumpers, Men's Shirts, Men's Shorts and Trousers, Men's Suits, Men's Tops, Other Men's Outerwear, Other Women's Outerwear, Women's Dresses, Women's Jackets and Coats, Women's Jumpers, Women's Leggings, Women's Shirts and Blouses, Women's Shorts and Trousers, Women's Skirts, Women's Suits, Women's Tops.

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

Why buy this report?

Get a detailed picture of the Men's Jeans market;

Pinpoint growth sectors and identify factors driving change;

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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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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December 2011

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