

# Menswear in Morocco

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## Abstracts

Increasing price-sensitivity among male consumers led to a notable shift in preferences towards more affordable clothing options, particularly in economy clothing. This trend was further accentuated by the rise in customs duties on imported textile products, impacting the demand for standard and premium men's clothing. The unprecedented hot climate in 2023 contributed to contrasting sales performance - while tops, shirts, t-shirts, and shorts saw increased demand due to weather suitability, item...

Euromonitor International's Menswear 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 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- Get a detailed picture of the Menswear 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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