

Mobile E-Commerce in Morocco

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Abstracts

Mobile e-commerce retail current value sales exhibited their fastest growth rate of the review period during 2020. With many physical stores closed for several months due to lockdown measures, a growing number of consumers used smartphone apps to shop and make payments. While cash on delivery remains the most popular payment option for e-commerce, this is beginning to change. This is also due in part to the pandemic, as consumers seek to reduce the risk of contagion by avoid physical contact wit...

Euromonitor International's Mobile 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 Mobile 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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Lockdown turbocharges growth in mobile e-commerce

Increased smartphone ownership and faster and cheaper mobile internet help to drive growth

Two telecoms companies launch mobile money, making mobile e-commerce more accessible

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More retailers will launch their own apps

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