

# Retail in Morocco

<https://marketpublishers.com/r/REC33FA909D5EN.html>

Date: February 2024

Pages: 97

Price: US\$ 2,100.00 (Single User License)

ID: REC33FA909D5EN

## Abstracts

The Moroccan retail landscape is gradually modernising across all channels. Traditionally dominated by conventional channels, there has been a timid entry into digital sales. However, with increasing competition and the impact of the COVID-19 pandemic, the need for modernisation and digitalisation has become evident. In the forthcoming years, substantial developments in the digital market are anticipated, albeit Morocco lags behind other regional counterparts such as Egypt. Nevertheless, these a...

Euromonitor International's Retail 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.

**Product coverage:** Retail E-Commerce, Retail Offline.

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

## Why buy this report?

Get a detailed picture of the Retail 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

### RETAIL IN MOROCCO

#### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Marjane Group expands digital footprint with marketplace launch, anticipates 20% turnover increase

Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Black Friday

Chaabane

Ramadan

Eid kbir

Summer

Back to School

#### MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 Sales in Retail Offline by Channel: Value 2018-2023

Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 Retail Offline Outlets by Channel: Units 2018-2023

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth

2018-2023

Table 17 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 Retail GBO Company Shares: % Value 2019-2023

Table 22 Retail GBN Brand Shares: % Value 2020-2023

Table 23 Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 38 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %

## Growth 2023-2028

Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## CONVENIENCE RETAILERS IN MOROCCO

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Diversification strategies in response to intensifying competition

Sustainability initiatives drive consumer engagement and brand loyalty

Digital transformation reshape retail operations and customer engagement

### PROSPECTS AND OPPORTUNITIES

Expansion of chained outlets: Closing the convenience gap

Government support and intensified competition

Infrastructure development and growth of forecourt retailers

### CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

## DISCOUNTERS IN MOROCCO

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Enhanced value propositions amid economic constraints  
Strategic expansion and adaptation of leading players  
Strengthening brand image and community engagement

#### PROSPECTS AND OPPORTUNITIES

Dominance of discounters in modern grocery retailers  
BIM's continued leadership amidst challenges  
Digitalisation: Transforming the discounters landscape

#### CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Discounters GBO Company Shares: % Value 2019-2023

Table 68 Discounters GBN Brand Shares: % Value 2020-2023

Table 69 Discounters LBN Brand Shares: Outlets 2020-2023

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### HYPERMARKETS IN MOROCCO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Marjane's benchmark success  
Label'Vie's aggressive expansion strategy

Innovations in hypermarket concepts

#### PROSPECTS AND OPPORTUNITIES

Expansion driven by shopping centre growth  
Sustainability as a competitive differentiator  
Accelerated shift towards omnichannel models

#### CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### SUPERMARKETS IN MOROCCO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Price sensitivity, traditional customs, and shifting trends

Shifts in consumer preferences

Dominance of Carrefour Market and Marjane Market

#### PROSPECTS AND OPPORTUNITIES

Urbanisation fuels channel growth

Premiumisation and digitalisation drive competitiveness

Converting traditional grocers and navigating discounter expansion

#### CHANNEL DATA

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 Supermarkets GBO Company Shares: % Value 2019-2023

Table 82 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 83 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### SMALL LOCAL GROCERS IN MOROCCO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Government-led support initiatives strengthen small business resilience

Tech-driven innovations revolutionise small grocers' operations

Shift towards digital payment adoption and hygienic practices

#### PROSPECTS AND OPPORTUNITIES

Continued dominance of small-scale retailers in the grocery landscape

Accelerated digital transformation revolutionises operations

Sustained government support bolsters modernisation efforts

#### CHANNEL DATA

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 89 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### APPAREL AND FOOTWEAR SPECIALISTS IN MOROCCO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Decathlon's impactful role in democratising access

Impact of border closures on traditional circuits

The category remains highly fragmented, led by Defacto and LC Waikiki

## PROSPECTS AND OPPORTUNITIES

Economic recovery to drive expansion

Fragmentation and competition

Rise of omnichannel players

## CHANNEL DATA

Table 90 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 91 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 92 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 93 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 94 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 95 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 96 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## APPLIANCES AND ELECTRONICS SPECIALISTS IN MOROCCO

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Market dynamics shift amidst economic challenges

Role of salespersons in purchasing decisions remains paramount

Comptoir M?allurgique Marocain retains the lead while entry of Haier marks premium product surge

## PROSPECTS AND OPPORTUNITIES

Consumer preference shifts towards premium and technological products

Digitalisation drives omni-channel retailing

Proximity, price sensitivity, and digitalisation shape competitive landscape

## CHANNEL DATA

Table 97 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 98 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 99 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 100 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 101 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 102 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and



## Selling Space 2023-2028

Table 103 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## HEALTH AND BEAUTY SPECIALISTS IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift towards cost-effective options through wholesalers

Preference for 'Made in France' dermo-cosmetic products and gender-driven demand surge

Regulatory challenges and market dynamics

### PROSPECTS AND OPPORTUNITIES

Demand surge driven by natural ingredients and wellness tourism

Regulatory reforms energise pharmacies and supplement sales

Bio-cosmetics boom and digital expansion propel market dynamics

### CHANNEL DATA

Table 104 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 105 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 106 Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 107 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 108 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 109 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 110 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 111 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 112 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 113 Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 114 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

## HOME PRODUCTS SPECIALISTS IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modern fusion design and accessible luxury

Shift towards domestic manufacturing and formalisation

Consolidation and adaptation in retail landscape

## PROSPECTS AND OPPORTUNITIES

Revitalising the informal sector with online platforms

Innovative store concepts redefining retail experience

Embracing local sourcing and chained store expansion

## CHANNEL DATA

Table 115 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 116 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 117 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 118 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 119 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 120 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 121 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 122 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 123 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 124 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 125 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

## GENERAL MERCHANDISE STORES IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strengthening local production and job creation initiatives

Evolution and diversification in furniture retail

Balancing traditional retail with digital disruption

## PROSPECTS AND OPPORTUNITIES

Government support drives local production expansion

Rise of international brands reshaping retail dynamics

Digitalisation revolutionises general merchandise retail

## CHANNEL DATA

Table 126 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 127 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 128 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 129 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 130 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 131 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 132 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 133 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 134 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 135 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 136 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

## DIRECT SELLING IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Post-pandemic resurgence and economic realities

Strategic adaptation and market leadership

Digital transformation and competitive pressures

### PROSPECTS AND OPPORTUNITIES

Beauty and wellness resurgence post-pandemic

Global dominance and expansion into smaller urban markets

Digital transformation as the new norm

### CHANNEL DATA

Table 137 Direct Selling by Product: Value 2018-2023

Table 138 Direct Selling by Product: % Value Growth 2018-2023

Table 139 Direct Selling GBO Company Shares: % Value 2019-2023

Table 140 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 141 Direct Selling Forecasts by Product: Value 2023-2028

Table 142 Direct Selling Forecasts by Product: % Value Growth 2023-2028

## VENDING IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Challenges persist: Vending struggles amid lingering pandemic effects

Beverage dominance persists: Market dynamics in 2023

Emerging Threats: Coffee Bike's Disruptive Potential

### PROSPECTS AND OPPORTUNITIES

Steady growth trajectory: Unlocking potential in vending

Targeting niche markets: Expanding vending reach

Embracing digitalisation: Cashless vending takes centre stage

### CHANNEL DATA

Table 143 Vending by Product: Value 2018-2023

Table 144 Vending by Product: % Value Growth 2018-2023

Table 145 Vending GBO Company Shares: % Value 2019-2023

Table 146 Vending GBN Brand Shares: % Value 2020-2023

Table 147 Vending Forecasts by Product: Value 2023-2028

Table 148 Vending Forecasts by Product: % Value Growth 2023-2028

## RETAIL E-COMMERCE IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-commerce growth momentum

Regulatory adjustments and market dynamics

Diversification and innovation in retail strategies

### PROSPECTS AND OPPORTUNITIES

Regulatory framework development and government initiatives

Intensified competition and market evolution

Challenges and opportunities in foods e-commerce

### CHANNEL DATA

Table 149 Retail E-Commerce by Channel: Value 2017-2022

Table 150 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 151 Retail E-Commerce by Product: Value 2017-2022

Table 152 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 153 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 154 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 155 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 156 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 157 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 158 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## I would like to order

Product name: Retail in Morocco

Product link: <https://marketpublishers.com/r/REC33FA909D5EN.html>

Price: US\$ 2,100.00 (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/REC33FA909D5EN.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