

Consumer Lifestyles in Morocco

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Morocco 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

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Time with partner or spouse – most prioritised by Gen X

Consumers feel it is important to experience cultures other than their own

Older generations value online virtual experiences

Younger generations expect their life to be better in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends virtually – a leading home activity among older generations

Consumers in Morocco like engaging in personal interactions with friends

Outside space - most desired home feature by Gen Z

Access to green spaces - most desired external feature by older generations

Consumers in Morocco desire relaxation when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in Morocco look for healthy ingredients in food and beverages

Gen Z most likely to highlight not having time to cook as a barrier to cooking

Consumers prepare meals for themselves regularly

Baby Boomers seek to reduce meat consumption

Baby Boomers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Gen X most eager to collaborate with individuals similar to them

Consumers desire to have a workplace in close proximity to their home

Baby Boomers seek to acquire effective training

Consumers in Morocco expect to work from home

Working life survey highlights

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Health and wellness

Moroccans walk or hike for exercise

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Millennials most likely to own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers like to find bargains

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Gen X enjoy buying gifts for loved ones

Baby Boomers say they often rent items for specific occasions instead of buying them

Consumers in Morocco often sell used or second-hand items

Millennials regularly show support for companies by following their social media updates

Consumers in Morocco highly trust friends and family recommendations

Consumers in Morocco expect to spend more on education

Older generations count on financial aid from close associates or relatives

Shopping and spending survey highlights

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