

# Sportswear in Morocco

December 2024

**Table of Contents** 

## Sportswear in Morocco - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sportswear sees healthy growth fuelled by athleisure trend

Casualwear is more prominent in the workplace

Local brands support development of streetwear trend

## PROSPECTS AND OPPORTUNITIES

Morocco's growing fitness culture to drive future sales

Mainstream apparel and footwear brands set to expand sports-inspired ranges

More sportswear brands to focus on sustainability

#### **CATEGORY DATA**

Table 1 - Sales of Sportswear by Category: Value 2019-2024

Table 2 - Sales of Sportswear by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Sportswear: % Value 2020-2024

Table 4 - LBN Brand Shares of Sportswear: % Value 2021-2024

Table 5 - Distribution of Sportswear by Format: % Value 2019-2024

Table 6 - Forecast Sales of Sportswear by Category: Value 2024-2029

Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

# Apparel and Footwear in Morocco - Industry Overview

## **EXECUTIVE SUMMARY**

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

# MARKET DATA

Table 8 - Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 9 - Sales of Apparel and Footwear by Category: Value 2019-2024

Table 10 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 11 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 12 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 13 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 14 - Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 15 - Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 16 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 17 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 18 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 19 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

## **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

## spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sportswear-in-morocco/report.