



Euromonitor
International

Womenswear in Morocco

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Womenswear posts solid volume growth
- Price is key factor in purchasing decision
- Private label lines thrive in womenswear

PROSPECTS AND OPPORTUNITIES

- Sportswear to increase in popularity among Moroccan woman
- Promotions required to support needs of Moroccan women
- Sustainability will become a key focus

CATEGORY DATA

- Table 1 - Sales of Womenswear by Category: Volume 2019-2024
- Table 2 - Sales of Womenswear by Category: Value 2019-2024
- Table 3 - Sales of Womenswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Womenswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Womenswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Womenswear: % Value 2021-2024
- Table 7 - NBO Company Shares of Women's Nightwear: % Value 2020-2024
- Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2021-2024
- Table 9 - NBO Company Shares of Women's Outerwear: % Value 2020-2024
- Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2021-2024
- Table 11 - NBO Company Shares of Women's Swimwear: % Value 2020-2024
- Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2021-2024
- Table 13 - NBO Company Shares of Women's Underwear: % Value 2020-2024
- Table 14 - LBN Brand Shares of Women's Underwear: % Value 2021-2024
- Table 15 - Forecast Sales of Womenswear by Category: Volume 2024-2029
- Table 16 - Forecast Sales of Womenswear by Category: Value 2024-2029
- Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
- Table 18 - Forecast Sales of Womenswear 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 19 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 20 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 25 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 - 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/womenswear-in-morocco/report.