



# Hypermarkets in Morocco

April 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic recovery and shifting shopping habits support expansion  
LabelVie shifts focus to Atacadão to broaden its reach  
Digitalisation and sustainability emerge as key differentiators

PROSPECTS AND OPPORTUNITIES

Hypermarkets to benefit from rising mall development and modernisation  
Sustainability to underpin brand differentiation and trust  
Access to advanced technology to fuel retail innovation

CHANNEL DATA

- Table 1 - Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 - Hypermarkets GBO Company Shares: % Value 2020-2024
- Table 4 - Hypermarkets GBN Brand Shares: % Value 2021-2024
- Table 5 - Hypermarkets LBN Brand Shares: Outlets 2021-2024
- Table 6 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 7 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Retail in Morocco - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture  
Competition intensifies as more players join the market  
Sustainability is reshaping the retail landscape  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Black Friday
- Chaabane
- Ramadan
- Eid kbir
- Summer
- Back to School

MARKET DATA

- Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 10 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 11 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 12 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 14 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 18 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 20 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 28 - Retail GBO Company Shares: % Value 2020-2024

Table 29 - Retail GBN Brand Shares: % Value 2021-2024

Table 30 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 31 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 32 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 33 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 35 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 36 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 43 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 45 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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