



Euromonitor  
International

# Convenience Retailers in Morocco

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience retailers expand alongside urbanisation and shifting consumer routines  
LabelVie retains leadership through franchising and digital innovation  
Marjane City launches with urban focus and community-driven design

PROSPECTS AND OPPORTUNITIES

Favourable environment supports continued growth of convenience retail  
Market consolidation expected as competitive pressures intensify  
Forecourt retailers embrace extended trading hours and new service models

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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
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- Seasonality
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