



**Euromonitor  
International**

# Small Local Grocers in Morocco

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional grocers maintain relevance through proximity and informality  
Government invests in modernising traditional markets and small retailers  
Fine grocers emerge in affluent urban districts

PROSPECTS AND OPPORTUNITIES

Small grocers to retain dominance through accessibility and adaptability  
Fintech partnerships to accelerate digital transformation of informal retail  
Support for sustainable retail could reshape traditional food systems

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- Informal retail
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