



Euromonitor
International

Home Products Specialists in Morocco

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home improvement driven by reconstruction efforts and event preparation
Pet stores expand as pets become part of the modern family
KITEA retains leadership through localisation and store innovation

PROSPECTS AND OPPORTUNITIES

Furniture and homeware to benefit from urbanisation and rising incomes
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Retail in Morocco - Industry Overview

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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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