

General Merchandise Stores in Morocco

April 2025

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General Merchandise Stores in Morocco - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores lose ground amid rising competition from digital and specialised retail Alpha 55 extends leadership by expanding footprint and enhancing in-store experience Variety stores offer resilient, low-cost alternatives

PROSPECTS AND OPPORTUNITIES

Rising middle class will create opportunities for department store revival Regulatory shifts in e-commerce to benefit local variety store operators Store design and customer service to become points of differentiation

CHANNEL DATA

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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

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Black Friday

Chaabane

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Back to School

MARKET DATA

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