



**Euromonitor
International**

Retail E-Commerce in Morocco

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Favourable economic and digital conditions support sustained growth
Jumia maintains its lead with logistics expansion and rural outreach
YouCan partners with Glovo to enhance rapid delivery offerings

PROSPECTS AND OPPORTUNITIES

Digital Morocco 2030 to accelerate infrastructure and workforce growth
Omnichannel integration to deepen consumer engagement
New regulations to strengthen local competitiveness and market sustainability

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Competition intensifies as more players join the market
Sustainability is reshaping the retail landscape
What next for retail?

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- Informal retail
- Opening hours for physical retail
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