



Apparel and Footwear Specialists in Morocco

February 2024

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Apparel and Footwear Specialists in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decathlon's impactful role in democratising access

Impact of border closures on traditional circuits

The category remains highly fragmented, led by Defacto and LC Waikiki

PROSPECTS AND OPPORTUNITIES

Economic recovery to drive expansion

Fragmentation and competition

Rise of omnichannel players

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Marjane Group expands digital footprint with marketplace launch, anticipates 20% turnover increase

Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Black Friday

Chaabane

Ramadan

Eid kbir

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