



Small Local Grocers in Morocco

February 2024

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Small Local Grocers in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Government-led support initiatives strengthen small business resilience

Tech-driven innovations revolutionise small grocers' operations

Shift towards digital payment adoption and hygienic practices

PROSPECTS AND OPPORTUNITIES

Continued dominance of small-scale retailers in the grocery landscape

Accelerated digital transformation revolutionises operations

Sustained government support bolsters modernisation efforts

CHANNEL DATA

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Retail in Morocco - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

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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Back to School

MARKET DATA

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