

# Hypermarkets in Morocco

February 2024

Table of Contents

## Hypermarkets in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Marjane's benchmark success  
Label'Vie's aggressive expansion strategy  
Innovations in hypermarket concepts

#### PROSPECTS AND OPPORTUNITIES

Expansion driven by shopping centre growth  
Sustainability as a competitive differentiator  
Accelerated shift towards omnichannel models

#### CHANNEL DATA

Table 1 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023  
Table 2 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 3 - Hypermarkets GBO Company Shares: % Value 2019-2023  
Table 4 - Hypermarkets GBN Brand Shares: % Value 2020-2023  
Table 5 - Hypermarkets LBN Brand Shares: Outlets 2020-2023  
Table 6 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 7 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## 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  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
Black Friday  
Chaabane  
Ramadan  
Eid kbir  
Summer  
Back to School

### MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 10 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 12 - Retail Offline Outlets by Channel: Units 2018-2023  
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 - Retail GBO Company Shares: % Value 2019-2023

Table 29 - Retail GBN Brand Shares: % Value 2020-2023

Table 30 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 43 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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