

# Supermarkets in Morocco

February 2024

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## Supermarkets in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price sensitivity, traditional customs, and shifting trends

Shifts in consumer preferences

Dominance of Carrefour Market and Marjane Market

#### PROSPECTS AND OPPORTUNITIES

Urbanisation fuels channel growth

Premiumisation and digitalisation drive competitiveness

Converting traditional grocers and navigating discounter expansion

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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

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Back to School

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