

Consumer Values and Behaviour in Morocco

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Morocco

PERSONAL TRAITS AND VALUES

Moroccans like to ensure health and safety measures are in place before they go out

Baby boomers most comfortable expressing their identity openly with friends and family

Consumers in Morocco open to trying new brands and innovative services

Baby boomers prefer branded products over their non-branded counterparts

Moroccan consumers' quality of life outlook remains bright

Being happier and better off financially going hand in hand among all generations

HOME LIFE

Among home activities, Moroccans choose to connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Majority of Moroccan consumers prefer to prepare their own meals

Moroccans say that someone else in their household typically cooks for them

Millennials most likely to mention barriers restricting them from cooking their own meals

Over half of Moroccans focus on healthy ingredients in food and beverages

WORKING LIFE

Gen X most concerned with maintaining a positive work-life balance

Moroccans prioritise earning potential over job security

Consumers in Morocco say they have a strict boundary between work and personal life

LEISURE

Moroccans engage in online social activities at least weekly

Older generations take part in virtual events

Consumers' top travel motivation – unwinding to relax

Gen X deems best value offerings most important feature when travelling

HEALTH AND WELLNESS

Less strenuous exercise, like weekly walking or hiking, is the most popular training routine

Younger generations more willing to take part in team sports and group classes

Consumers in Morocco prefer massages as a stress reduction measure

SUSTAINABLE LIVING

Moroccan consumers are feeling uneasy about the effects of climate change

Consumers actively engaged in adopting more sustainable behaviours

Moroccans motivated to opt for products that consume less energy

SHOPPING

Consumers in Morocco say they would rather buy fewer, but higher quality things

Older generations committed to supporting locally-owned enterprises

Moroccans endeavour to embrace a minimalist lifestyle

Baby boomers more willing to try private label goods compared to Gen Z

SPENDING

Health and wellness expenditure expected to see biggest increase

Gen Z committed to spending money on upskilling and personal development

Moroccans express concern over their current economic state

Baby boomers feeling secure in their financial means

Gen Z expect to increase overall spending the most

TECHNOLOGY

Consumers are proactive in managing data sharing and privacy settings

Baby boomers confirm commitment to sharing personal data to receive targeted ads

Moroccan consumers use communication or messaging apps most frequently

Moroccans constantly interacting and communicating via messaging apps

Baby boomers most active in buying goods or services online

Moroccans show support for companies by following their social media updates

Baby boomers proving to have most interactions with brands online

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