

Households: Morocco

October 2023

Table of Contents

Households: Morocco

HEADLINES

PROSPECTS

While singletons rise at the fastest pace, couples with children continue to dominate Casablanca to remain home for the largest number of households in Morocco Unemployment to remain a major issue in Morocco, limiting income growth Laptop adoption in Morocco is on track to increase at the fastest rate The construction market is poised for substantial growth

HOUSEHOLD PROFILE

- Chart 1 Household Profile: 2022-2027 Chart 2 - Households by Number of Persons: 2027 Chart 3 - % of Households by Number of Children: 2027 Chart 4 - Households by Type of Household: 2027 Chart 5 - Consumer Expenditure by Household Type in Morocco: 2017/2022/2027 Chart 6 - Household Head's Sex and Employment in Morocco: 2027 Chart 7 - Households by Education of Head of Household: 2027 Chart 8 - Households by Economic Status of Head of Household in Morocco: 2027 Chart 9 - Households by Age of Head: 2027 Chart 10 - Household Penetration by Facilities: 2027 Chart 11 - Household Possession of Kitchen Durables in 2027: % of Households Chart 12 - Household Possession of Other Durables in 2027: % of Households Chart 13 - Household Digital Penetration in Morocco Compared to Global Average: 2027 Chart 14 - Possession of Entertainment Electronics in 2027: % of Households Chart 15 - Possession of Other Electronics in 2027: % of Households Chart 16 - Key Metrics of Household Property Market: 2017-2027 Chart 17 - Housing Stock by Construction Year Chart 18 - Households by Number of Rooms: 2027
- Chart 19 Households by Size of Dwelling in Morocco: 2027
- Chart 20 Housing Completions and House Price Index in Morocco: 2017-2023

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/households-morocco/report.