

# Hypermarkets in Morocco

February 2024

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Marjane's benchmark success

Label'Vie's aggressive expansion strategy

Innovations in hypermarket concepts

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Expansion driven by shopping centre growth

Sustainability as a competitive differentiator

Accelerated shift towards omnichannel models

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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?

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