

General Merchandise Stores in Morocco

February 2024

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General Merchandise Stores in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strengthening local production and job creation initiatives

Evolution and diversification in furniture retail

Balancing traditional retail with digital disruption

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Rise of international brands reshaping retail dynamics

Digitalisation revolutionises general merchandise retail

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Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

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