



**Euromonitor
International**

Consumer Lifestyles in Morocco

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Morocco 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Moroccans feel concerned that the cost of everyday items are going up

Time with partner or spouse – most prioritised by Gen X

Consumers feel it is important to experience cultures other than their own

Older generations value online virtual experiences

Younger generations expect their life to be better in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends virtually – a leading home activity among older generations

Consumers in Morocco like engaging in personal interactions with friends

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Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

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Baby Boomers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

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Working life

Gen X most eager to collaborate with individuals similar to them

Consumers desire to have a workplace in close proximity to their home

Baby Boomers seek to acquire effective training

Consumers in Morocco expect to work from home

Working life survey highlights

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Health and wellness

Moroccans walk or hike for exercise

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Moroccans consider all natural to be the most influential product feature

Millennials most likely to own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers like to find bargains

Older generations enjoy going to shopping malls

Gen X enjoy buying gifts for loved ones

Baby Boomers say they often rent items for specific occasions instead of buying them
Consumers in Morocco often sell used or second-hand items
Millennials regularly show support for companies by following their social media updates
Consumers in Morocco highly trust friends and family recommendations
Consumers in Morocco expect to spend more on education
Older generations count on financial aid from close associates or relatives
Shopping and spending survey highlights

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