

Apparel and Footwear Specialists in Morocco

February 2024

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2023 DEVELOPMENTS

Decathlon's impactful role in democratising access

Impact of border closures on traditional circuits

The category remains highly fragmented, led by Defacto and LC Waikiki

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Fragmentation and competition

Rise of omnichannel players

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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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