

# Childrenswear in Morocco

November 2023

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#### 2023 DEVELOPMENTS

Decline in birth rates and economic fallout:

Preference for budget-friendly baby clothing in open markets

Rise in demand for casual/sports childrenswear due to Activity Enrolment:

#### PROSPECTS AND OPPORTUNITIES

Anticipated growth in boys' and girls' apparel

Rise in spending on children's sports and activity clothing

Continued decline in baby and toddler wear; Preference for hypermarkets and independent stores

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