Euromonitor International

Sportswear in Morocco

March 2026

Table of Contents

Sportswear in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health awareness and polarisation support sportswear growth
Chart 1 - Key Trends 2025
Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Decathlon expansion fuels low-cost sportswear growth
Affordable brands capitalise on price sensitivity
Premium brands thrive on exclusivity and image

WHAT'S NEXT?

Local brands and influencers drive sportswear sales growth
Sports and non-sports apparel to remain dominant subcategory
Sustainability to become key consideration for sportswear brands

COMPETITIVE LANDSCAPE

Decathlon and Planet Sport lead through diverse strategies
Opportunities emerging from market trends and consumer behaviour

CHANNELS

Offline retail dominates sportswear sales through physical stores
Retail e-commerce grows as consumers seek convenience
No new retail brands or concepts emerge in 2026

PRODUCTS

Tech-savvy brands drive innovation with advanced features
Sustainable and inclusive designs gain popularity among consumers
Innovation drives business growth and consumer engagement
Chart 3 - Decathlon Expands Low-Cost Domyos Sportswear Line in Morocco (2025)
Chart 4 - Strong and Savage Champions Tech-Enhanced Athleisure Made in Morocco
Chart 5 - Decathlon Morocco Launches Eco-Conscious Men's Activewear Line in 2025

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Morocco - Industry Overview

EXECUTIVE SUMMARY

Affordable fashion and e-commerce disruption reshape Morocco's apparel and footwear market

KEY DATA FINDINGS

Chart 6 - Key Trends 2025
Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Fast fashion groups drive retail value growth in apparel and footwear in Morocco
Apparel drives sales in Morocco's retail landscape
Market polarisation reshapes Morocco's retail landscape
Chart 8 - Moroccan Textile Industry Faces Global Pressure Despite Early 2025 Rebound
Chart 9 - Sustainability and Inclusivity in Moroccan Fashion (2025)
Chart 10 - Temu's Market Entry Disrupts Moroccan Apparel Retail

WHAT'S NEXT?

Local production and digital sales drive future growth
Apparel remains the largest component with steady growth
Sustainability and digitalisation shape the future landscape

COMPETITIVE LANDSCAPE

Ultra-low-cost e-commerce disrupts traditional retail landscape
Opportunities emerge for businesses to adapt and innovate

CHANNELS

Offline retail dominates sales through established networks
Retail e-commerce gains traction with ultra-low-cost platforms
Omnichannel strategies become essential for retailers

PRODUCTS

Sustainable brands drive innovation with eco-friendly designs
Institutional support fosters sustainable textile manufacturing

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Morocco 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Morocco 2025
Chart 14 - Consumer Landscape in Morocco 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sportswear-in-morocco/report.