

# Supermarkets in Morocco

February 2024

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### 2023 DEVELOPMENTS

Price sensitivity, traditional customs, and shifting trends

Shifts in consumer preferences

Dominance of Carrefour Market and Marjane Market

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Urbanisation fuels channel growth

Premiumisation and digitalisation drive competitiveness

Converting traditional grocers and navigating discounter expansion

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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

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Seasonality

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