

Megatrends in Morocco

December 2022

Table of Contents

MEGATRENDS IN MALAYSIA

Scope The drivers shaping consumer behaviour Megatrends framework Businesses harness megatrends to renovate, innovate and disrupt **Digital living** Government makes digital library available to all citizens Uptake of digital technology is increasing rapidly Consumers are protective of their personal data Gen X are the most likely to actively manage their data settings Friends and family remain the most trusted source of information More expect to return to in-person than online activities post-pandemic Experience more New streaming service Aflamin showcases Moroccan cinema Affluent Moroccans enjoy tailored experiences Online socialising is more common than face-to-face post-pandemic Holidaymakers prioritise relaxation and nature in a travel destination Millennials are the most eager to resume in-person activities Middle class reset Used car marketplace Kifal set for further expansion under Autochek ownership Millennials are the biggest bargain-hunters The repurposing concept is not yet widespread in Morocco Baby Boomers are the most open to buying pre-owned items Premiumisation Barry Callebaut partners with Morocco's Attelli to develop gourmet chocolate offerings Consumers yearn for a simpler life Most Moroccans are confident in their long-term investments Quality is an important factor in the path to purchase Shifting market frontiers Attijariwafa bank facilitates instant cross-border payments through Thunes tie-up Moroccans have relatively easy access to international products Gen X are the most focused on supporting local business Shopping reinvented Jumia offers greater convenience through tie-up with TotalEnergies Moroccans are increasing their engagement with brands on social media Millennials are the most likely to shop from social media platforms Sustainable living Plastic waste recycling trial MOSSUP proves a resounding success Helping those in need is an important element of Moroccan culture Wellness Morocco promotes a meat-free lifestyle at its fourth annual Veg'Fest Moroccans seek healthier ingredients in food and drink Herbal remedies are widely consumed Consumers remain cautious about health and safety post-pandemic

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/megatrends-in-morocco/report.