

# Childrenswear in Morocco

December 2022

Table of Contents

## Childrenswear in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Modernisation leads to rising demand for fashionable clothing

Declining birth rates weaken sales of babywear

Parents are highly price-sensitive

#### PROSPECTS AND OPPORTUNITIES

Parents to rely heavily on sales, promotional events and also second-hand stores

Kids' active lifestyles will continue to drive demand for sportswear

Baby and toddler wear faces muted growth

#### CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2017-2022

Table 2 - Sales of Childrenswear by Category: Value 2017-2022

Table 3 - Sales of Childrenswear by Category: % Volume Growth 2017-2022

Table 4 - Sales of Childrenswear by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Childrenswear: % Value 2018-2022

Table 6 - LBN Brand Shares of Childrenswear: % Value 2019-2022

Table 7 - Forecast Sales of Childrenswear by Category: Volume 2022-2027

Table 8 - Forecast Sales of Childrenswear by Category: Value 2022-2027

Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2022-2027

Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2022-2027

## Apparel and Footwear in Morocco - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

### MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 12 - Sales of Apparel and Footwear by Category: Value 2017-2022

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

### 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/childrenswear-in-morocco/report](http://www.euromonitor.com/childrenswear-in-morocco/report).