E-Commerce (Goods) in Morocco - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

After a spike in demand during 2020, retail current value sales stabilise in 2021
Pandemic drives retailers and brands to adopt e-commerce
Pandemic helps Jumia reinforce its leadership

PROSPECTS AND OPPORTUNITIES

Omnichannel shift will drive e-commerce growth
Jumia’s unrivalled economies of scale will help it to maintain its dominance
E-commerce still lacks adequate regulation

CHANNEL DATA

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EXECUTIVE SUMMARY

Retailing in 2021: The big picture
Modern retailing continues to grow both on and offline
Discounters the big winner from COVID-19
Modern grocery retailers and e-commerce will continue to gain ground

OPERATING ENVIRONMENT

Informal retailing
Opening hours
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Physical retail landscape
Cash and carry
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Seasonality
Back to School
Eid al-Adha
Achoura
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Delivery and collection
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