



# Sportswear in Morocco

March 2026

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## Sportswear in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising health awareness and polarisation support sportswear growth

Chart 1 - Key Trends 2025

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#### 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

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## 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  
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