



Apparel Accessories in Morocco

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital innovation and sustainability shape growth in apparel accessories

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INDUSTRY PERFORMANCE

Influencer marketing drives sales of fashion accessories

Scarves lead sales in fashion accessories

Gloves see dynamic growth driven by fashion trends

WHAT'S NEXT?

Rise of digital influencers and mobile shopping platforms drives growth

Sustainable and culturally relevant apparel accessories gain traction

Shifting consumer preferences and technological advancements reshape the industry

COMPETITIVE LANDSCAPE

Digital-native brands erode incumbents' market share with aggressive pricing

Local players maintain lead through affordability and local relevance

CHANNELS

Offline retail remains dominant despite e-commerce growth

Social media-driven e-commerce gains traction among young consumers

No new retail brands or concepts emerge in 2026

PRODUCTS

Sustainable design and eco-friendly materials gain traction

Local and international brands lead innovation with eco-inspired designs

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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
Omnichannel strategies become essential for retailers

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Sustainable brands drive innovation with eco-friendly designs
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