



# Womenswear in Morocco

March 2026

Table of Contents

## Womenswear in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Digital disruption and affordability reshape womenswear in Morocco

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Digital platforms redefine womenswear retail landscape

Women's outerwear drives womenswear sales

Influencers amplify demand for trendy, affordable womenswear

#### WHAT'S NEXT?

Affordability and digital influence drive future growth

Women's outerwear remains dominant subcategory

Sportswear emerges as fastest growing subcategory

#### COMPETITIVE LANDSCAPE

Digital challengers disrupt traditional womenswear retail in Morocco

Top brands maintain lead through strong presence and affordability

#### CHANNELS

Digital channels drive sales with convenience and affordability

Social commerce emerges as fastest growing channel

Omnichannel strategies to dominate retail landscape

#### PRODUCTS

Sustainable craft redefines womenswear product offerings

Digital platforms showcase innovative womenswear products

Chart 3 - Moroccan Consumers Shift Toward Secondhand and Ultra-Low-Cost Chinese Platforms

Chart 4 - Instagram Stores Offer Zara-Style Fashion at Lower Prices in Morocco

Chart 5 - Morocco's Womenswear Turns to Sustainable Craft in 2025

#### COUNTRY REPORTS DISCLAIMER

## Apparel and Footwear in Morocco - Industry Overview

### EXECUTIVE SUMMARY

Affordable fashion and e-commerce disruption reshape Morocco's apparel and footwear market

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Fast fashion groups drive retail value growth in apparel and footwear in Morocco

Apparel drives sales in Morocco's retail landscape

Market polarisation reshapes Morocco's retail landscape

Chart 8 - Moroccan Textile Industry Faces Global Pressure Despite Early 2025 Rebound

Chart 9 - Sustainability and Inclusivity in Moroccan Fashion (2025)

Chart 10 - Temu's Market Entry Disrupts Moroccan Apparel Retail

#### 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

## PRODUCTS

Sustainable brands drive innovation with eco-friendly designs  
Institutional support fosters sustainable textile manufacturing

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030  
Chart 12 - PEST Analysis in Morocco 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Morocco 2025  
Chart 14 - Consumer Landscape in Morocco 2025

## COUNTRY REPORTS 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/womenswear-in-morocco/report](http://www.euromonitor.com/womenswear-in-morocco/report).