



Euromonitor  
International

# Consumer Values and Behaviour in Morocco

June 2025

Table of Contents

## CONSUMER VALUES AND BEHAVIOURS IN MOROCCO

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Morocco

### PERSONAL TRAITS AND VALUES

Consumers like to ensure health and safety measures are in place before they go out

Older generations believe society embraces and validates their sense of self

Moroccans prefer to explore innovative products and services

Baby Boomers purchase solely from brands and companies that they have complete faith in

Consumers expect they will be happier than they are now

Gen Z believe they will be doing more work in future

### HOME LIFE

When at home, Moroccans connect with friends or family virtually

Safe location is the most appreciated home feature among Moroccans

### COOKING AND EATING HABITS

Consumers prefer to cook or bake dishes for themselves

Consumers say that someone else in household typically cooks for them

Millennials say that ordering food for delivery is more convenient

Moroccans look for healthy ingredients in food and beverages

### WORKING LIFE

Older generations expect to be their own bosses

Consumers in Morocco primarily desire to receive a generous income

Consumers in Morocco say they uphold a division between their job and private life

### LEISURE

Consumers in Morocco connect with friends through digital means

Baby Boomers take virtual classes/attend lectures online

Moroccans prioritise relaxation when travelling

Gen X expect getting the most value for money options when travelling

### HEALTH AND WELLNESS

Moroccans participate in walking or hiking

Consumers are interested in herbal remedies to improve wellbeing

### SUSTAINABLE LIVING

Moroccans are worried about climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to choose products that are designed to use energy more efficiently

### SHOPPING

Consumers say they would rather buy fewer, but higher quality things

Older generations love exploring shopping malls

Consumers are interested in acquiring items that have been previously owned

Older generations attempt to adopt a minimalist way of living

### SPENDING

Moroccans expect to increase spending on education

Younger generations foresee increasing spending on travel/holidays the most

Moroccans are concerned about their current financial situation

Older generations rely on financial support from friends or family

Saving money remains priority among younger consumers

## TECHNOLOGY

Consumers actively manage data sharing and privacy settings

Younger generations express discomfort with personalized advertisements

Moroccans use communication or messaging apps

Baby Boomers regularly stream video services

Gen Z frequently visit online dating or matchmaking sites

Consumers follow or like companies' social media feed or posts

Younger generations help promote products by sharing their purchases online

## 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/consumer-values-and-behaviour-in-morocco/report](https://www.euromonitor.com/consumer-values-and-behaviour-in-morocco/report).