



**Euromonitor
International**

Business Dynamics: Morocco

October 2025

Table of Contents

HEADLINES

OPERATIONAL AND REGULATORY ENVIRONMENT

Labour market inefficiencies heavily impacting Morocco's IEF ranking

FINANCING AND INVESTMENT

Morocco remains attractive market for FDI as government encourages investment

SKILLS AND LABOUR

Several fundamental challenges continue to restrict labour market improvement

TRADE AND INFRASTRUCTURE

Government integrity and market rigidities overshadow progress made in other areas

DIGITALISATION AND INNOVATION

Morocco faces digital readiness and innovation challenges despite regional tech advances

OPERATIONAL AND REGULATORY ENVIRONMENT

Chart 1 - Operational and Legal Environment Key Indicators 2024

Chart 2 - Index of Economic Freedom Ranking by Pillar in Morocco and Regional Comparison 2024

Chart 3 - Index of Economic Freedom Ranking 2019-2024

Chart 4 - Index of Economic Freedom: Judicial Effectiveness Pillar Rank in Morocco and Regional Comparison 2019-2024

Chart 5 - Index of Economic Freedom: Government Integrity Pillar Rank in Morocco and Regional Comparison 2019-2024

Chart 6 - Corruption Perceptions Ranking: Morocco and Regional Comparison 2019-2024

FINANCING AND INVESTMENT

Chart 7 - Key Financial and Investment Indicators 2024

Chart 8 - Index of Economic Freedom: Property Rights Pillar Rank in Morocco and Regional Comparison 2019-2024

Chart 9 - Bank Claims on the Private Sector as % of GDP 2019-2024

Chart 10 - Bank Nonperforming Loans to Total Gross Loans 2019-2024

SKILLS AND LABOUR

Chart 11 - Key Skills and Labour Indicators 2024

Chart 12 - Population Aged 15+ with Higher Education 2019-2024

Chart 13 - Education Indicators 2024

Chart 14 - Number of University Graduates by Programme 2024

Chart 15 - Employment by Age 2024

Chart 16 - Employment by Gender 2024

Chart 17 - Youth Unemployment Rate 2019-2024

Chart 18 - Labour Structure Change 2019-2024

Chart 19 - Labour Structure Comparison 2024

Chart 20 - Self-Employed as % of Total Employed Population 2024

Chart 21 - Index of Economic Freedom: Labour Pillar Rank in Morocco and Regional Comparison 2019-2024

Chart 22 - Labour Market Regulations in Morocco and Regional Comparison 2024

TRADE AND INFRASTRUCTURE

Chart 23 - Key Infrastructure Indicators 2024

Chart 24 - Index of Economic Freedom: Trade Freedom Pillar Rank in Morocco and Regional Comparison 2019-2024

Chart 25 - Morocco's Top Four Largest Export Categories 2019-2024

Chart 26 - Turnover of Transport and Storage Industry by Category in Morocco 2024

Chart 27 - Transportation Mode Indicators in Morocco and Regional Comparison 2024

Chart 28 - Road Infrastructure 2024

DIGITALISATION AND INNOVATION

Chart 29 - Innovation and Digitalisation Key Indicators 2024

Chart 30 - Network Readiness Ranking by Pillar in Morocco and Regional Comparison 2024

Chart 31 - Network Readiness Ranking for Morocco and Regional Comparison 2019-2024

Chart 32 - Network Readiness Ranking: Technology Pillar for Morocco and Regional Comparison 2019-2024

Chart 33 - Intellectual Property: Morocco Compared to Selected Regional Peers 2024

APPENDIX A

The 2024 Index of Economic Freedom

APPENDIX B

The Network Readiness Index (NRI) 2024

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/business-dynamics-morocco/report.