

Footwear in Morocco

March 2026

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Footwear in Morocco - Category analysis

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2025 DEVELOPMENTS

Market polarisation and digital innovation reshape footwear in Morocco

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Local dynamics drive footwear sales despite economic challenges

Women's footwear dominates sales, driven by urban youth culture

E-commerce and sneaker culture drive dynamic growth in footwear

WHAT'S NEXT?

E-commerce and sustainability to shape future sales

Women's footwear to remain the largest subcategory

Local production and sustainability to drive business growth

COMPETITIVE LANDSCAPE

Local brands and e-commerce platforms gain ground through innovation

Emerging players and strategic partnerships reshape market dynamics

CHANNELS

Offline retail leads through apparel and footwear specialists

E-commerce gains momentum with AI-driven platforms

Hybrid retail models and local players to drive growth

PRODUCTS

Local sourcing and simplified designs drive export growth

E-commerce and sneaker culture fuel dynamic growth

Local production and strategic partnerships modernise offerings

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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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