



Jeans in Morocco

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable denim and sustainability trends shape Morocco's jeans market

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Younger shoppers drive demand for affordable denim options

Standard jeans dominate market share with steady demand

Sustainability awareness drives growth in eco-friendly jeans

WHAT'S NEXT?

Affordable fashion and sustainability drive future growth

Promotions and private label drive sales

Digital platforms and influencer marketing shape consumer preferences

COMPETITIVE LANDSCAPE

LC Waikiki Maroc and other brands drive jeans sales

Emerging players and market opportunities

CHANNELS

Offline retail dominates jeans sales with strong mall presence

E-commerce gains traction among gen z consumers

No emerging retail brands or concepts identified for 2026

PRODUCTS

Premium and budget brands drive diverging strategies

Sustainable denim production gains traction with local manufacturing

Innovative product design drives business growth

Chart3 Moroccan - Denim: Premium vs. Budget Consumers Driving Diverging strategies

Chart 3 - Zara's Sustainable Denim Sourcing Strategy in Morocco

Chart 4 - Green Lion: A Moroccan Brand Championing Responsible Denim

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EXECUTIVE SUMMARY

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

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Chart 6 - 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 7 - Moroccan Textile Industry Faces Global Pressure Despite Early 2025 Rebound

Chart 8 - Sustainability and Inclusivity in Moroccan Fashion (2025)

Chart 9 - 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

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