



**Euromonitor
International**

Apparel Accessories in Morocco

March 2026

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Sustainable and culturally relevant apparel accessories gain traction

Shifting consumer preferences and technological advancements reshape the industry

COMPETITIVE LANDSCAPE

Digital-native brands erode incumbents' market share with aggressive pricing

Local players maintain lead through affordability and local relevance

CHANNELS

Offline retail remains dominant despite e-commerce growth

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Ultra-low-cost e-commerce disrupts traditional retail landscape
Opportunities emerge for businesses to adapt and innovate

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Offline retail dominates sales through established networks
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