



# 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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## Apparel and Footwear in Morocco - Industry Overview

### EXECUTIVE SUMMARY

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

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### 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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## CONSUMER CONTEXT

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