

Sportswear in Morocco

March 2026

[Table of Contents](#)

Sportswear in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health awareness and polarisation support sportswear growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Decathlon expansion fuels low-cost sportswear growth

Affordable brands capitalise on price sensitivity

Premium brands thrive on exclusivity and image

WHAT'S NEXT?

Local brands and influencers drive sportswear sales growth

Sports and non-sports apparel to remain dominant subcategory

Sustainability to become key consideration for sportswear brands

COMPETITIVE LANDSCAPE

Decathlon and Planet Sport lead through diverse strategies

Opportunities emerging from market trends and consumer behaviour

CHANNELS

Offline retail dominates sportswear sales through physical stores

Retail e-commerce grows as consumers seek convenience

No new retail brands or concepts emerge in 2026

PRODUCTS

Tech-savvy brands drive innovation with advanced features

Sustainable and inclusive designs gain popularity among consumers

Innovation drives business growth and consumer engagement

Chart 3 - Decathlon Expands Low-Cost Domyos Sportswear Line in Morocco (2025)

Chart 4 - Strong and Savage Champions Tech-Enhanced Athleisure Made in Morocco

Chart 5 - Decathlon Morocco Launches Eco-Conscious Men's Activewear Line in 2025

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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

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - 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 8 - Moroccan Textile Industry Faces Global Pressure Despite Early 2025 Rebound

Chart 9 - Sustainability and Inclusivity in Moroccan Fashion (2025)

Chart 10 - 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

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Morocco 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Morocco 2025

Chart 14 - Consumer Landscape in Morocco 2025

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SOURCES

Summary 1 - Research Sources

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