



Euromonitor
International

Menswear in Morocco

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation and digital innovation reshape menswear

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Modest growth driven by affordable casualwear and online boutiques

Men's outerwear dominates sales with steady demand

Men's swimwear sees dynamic growth driven by tourism

WHAT'S NEXT?

Mass-market brands drive sales with affordability and promotions

Sustainable fashion gains traction among urban consumers

Comfort and practicality shape future of workplace attire

COMPETITIVE LANDSCAPE

Leading retailers drive market polarisation through affordable fashion

Emerging trends and opportunities in menswear

CHANNELS

Physical retail dominates menswear distribution with online growth

Instagram boutiques drive sales with ai-driven personalisation

Retail e-commerce gains traction with tech-savvy consumers

PRODUCTS

Sustainable designers revolutionise menswear with eco-friendly materials

Digital platforms amplify sustainable menswear through targeted marketing

Innovative menswear drives business growth through sustainability

Chart 3 - Lefties Targets Budget-Conscious Male Shoppers in Morocco

Chart 4 - Instagram Menswear Boutiques Use AI to Drive Sales in Morocco

Chart 5 - Moroccan Leather Brand Champions Sustainable Jackets for Men

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-morocco/report.