

SPOTLIGHT*MOROCCO

VIEWS ON TECH & DIGITAL TRENDS

October - 2024

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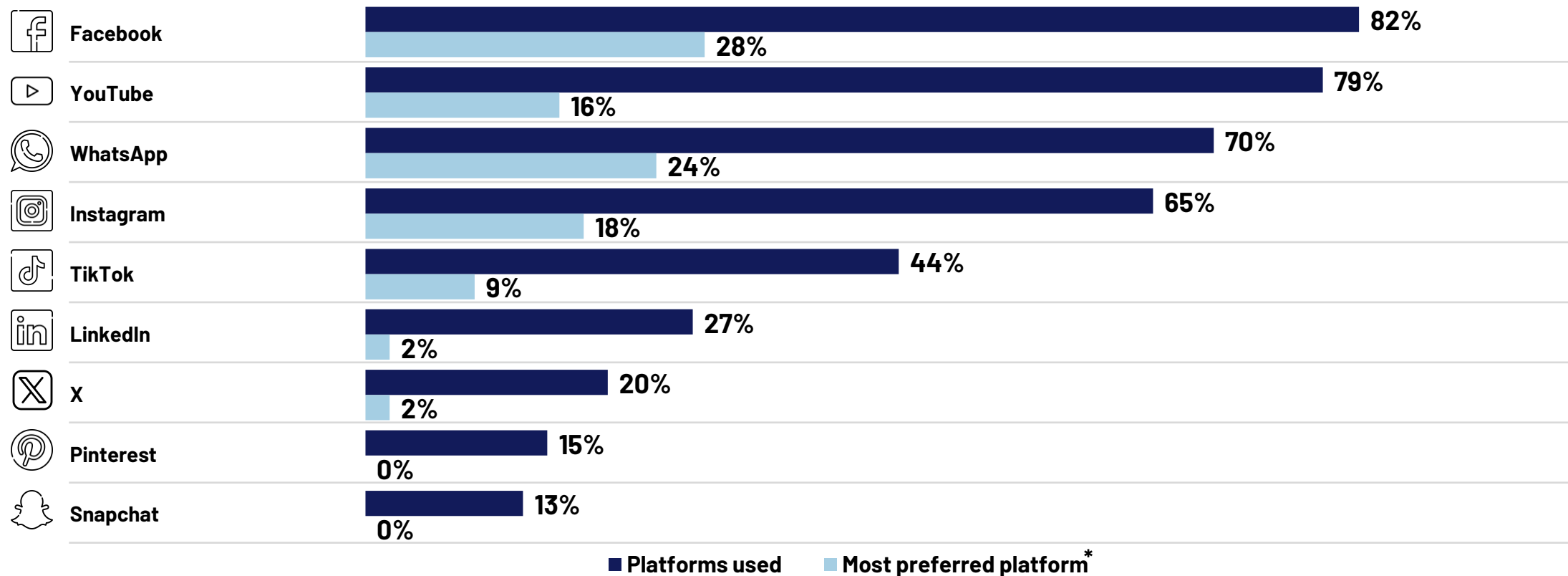
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in daily life**

SOCIAL MEDIA HABITS










Social media platforms usage and preference



*Base: % out those who use social media platforms








Social media platforms usage

% - by demographics

									
	Facebook	YouTube	WhatsApp	Instagram	TikTok	LinkedIn	X	Pinterest	Snapchat
Total	82%	79%	70%	65%	44%	27%	20%	15%	13%
Male	87%	80%	70%	56%	40%	31%	25%	11%	6%
Female	78%	78%	70%	75%	47%	23%	15%	19%	21%
18-24	67%	67%	62%	78%	31%	22%	18%	21%	27%
25-34	89%	79%	60%	76%	42%	23%	15%	15%	19%
35-44	86%	87%	70%	67%	47%	24%	17%	9%	8%
45+	83%	81%	80%	51%	49%	34%	26%	16%	6%
Upper Income	84%	90%	69%	76%	44%	41%	28%	17%	17%
Middle Income	82%	85%	71%	61%	44%	31%	20%	17%	8%
Lower Income	85%	73%	70%	64%	44%	20%	18%	12%	15%

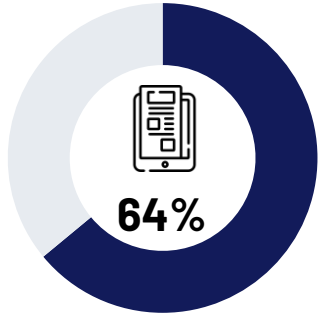
Social media platforms preference

% - by demographics

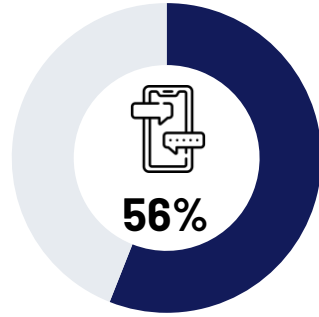
							
	Facebook	WhatsApp	Instagram	YouTube	TikTok	LinkedIn	X
Total	28%	24%	18%	16%	9%	2%	2%
Male	38%	23%	9%	18%	5%	4%	3%
Female	19%	26%	28%	14%	12%	-	1%
18-24	21%	22%	33%	13%	7%	2%	2%
25-34	32%	16%	24%	18%	7%	1%	2%
35-44	32%	18%	16%	18%	11%	4%	1%
45+	28%	35%	9%	16%	9%	2%	2%
Upper Income	30%	20%	23%	18%	2%	5%	1%
Middle Income	29%	25%	16%	18%	8%	2%	3%
Lower Income	29%	25%	17%	14%	12%	1%	1%

Base: % out those who use social media platforms

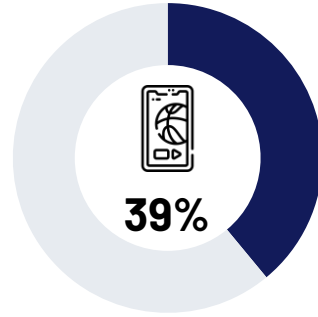
Social media main uses



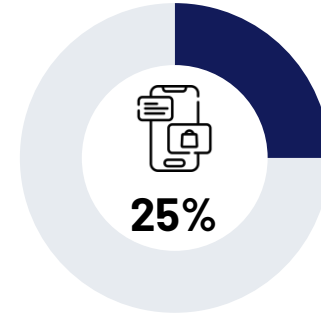
To discover news and information



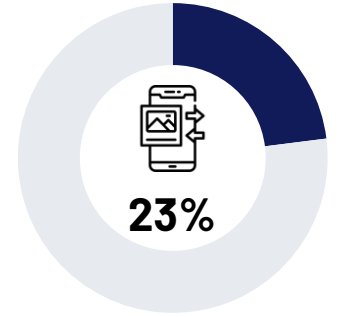
To stay connected with friends and family



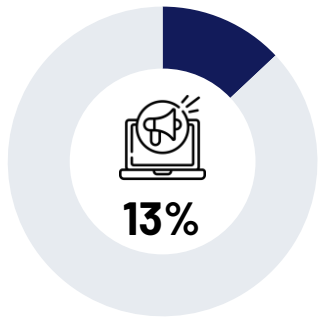
For entertainment and leisure



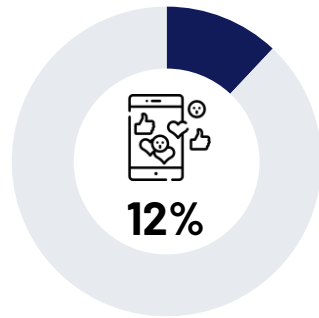
To learn about products



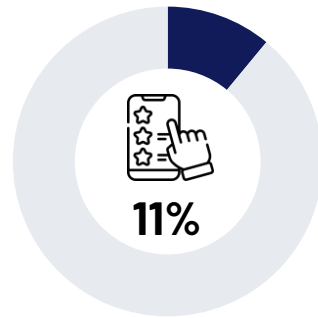
To share and view updates, photos or videos



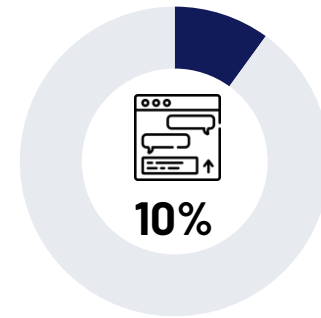
To promote personal or professional projects



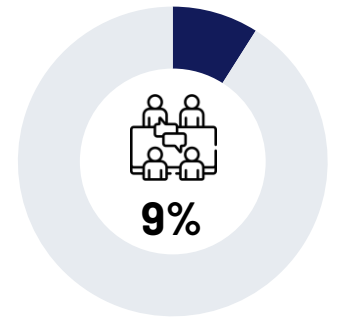
To follow and engage with celebrities or influencers



To follow and engage with brands or businesses



To find and participate in online communities













To participate in professional networking

Base: % out those who use social media platforms

Social media main uses

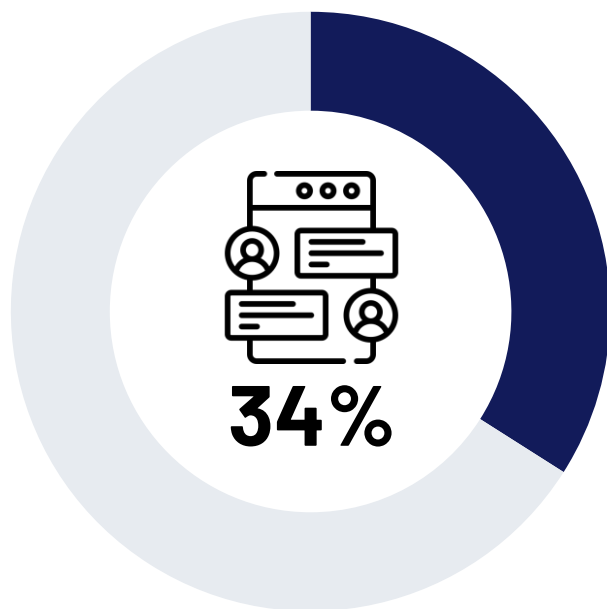
% - by demographics

										
	Discover news and information	To stay connected with friends and family	Entertainment and leisure	Learn about products	Share and view updates, photos or videos	Promote personal or professional projects	Follow and engage with celebrities or influencers	Follow and engage with brands or businesses	Find and participate in online communities	Participate in professional networking
Total	64%	56%	39%	25%	23%	13%	12%	11%	10%	9%
Male	64%	53%	40%	23%	30%	11%	11%	12%	11%	10%
Female	64%	60%	38%	28%	17%	14%	12%	10%	9%	8%
18-24	59%	54%	41%	21%	21%	14%	12%	11%	9%	8%
25-34	55%	51%	42%	28%	22%	16%	15%	17%	11%	10%
35-44	68%	56%	39%	22%	21%	8%	10%	11%	7%	9%
45+	70%	62%	35%	27%	26%	13%	10%	7%	12%	9%
Upper Income	69%	55%	37%	37%	26%	9%	13%	14%	10%	4%
Middle Income	57%	58%	42%	22%	23%	16%	10%	12%	12%	12%
Lower Income	68%	56%	36%	26%	21%	12%	13%	11%	9%	9%

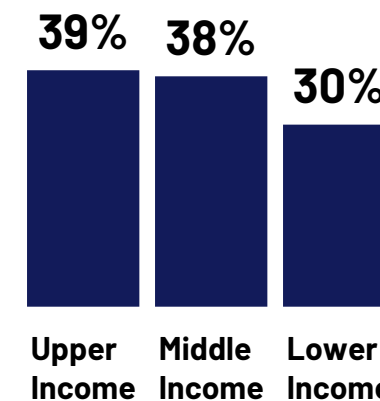
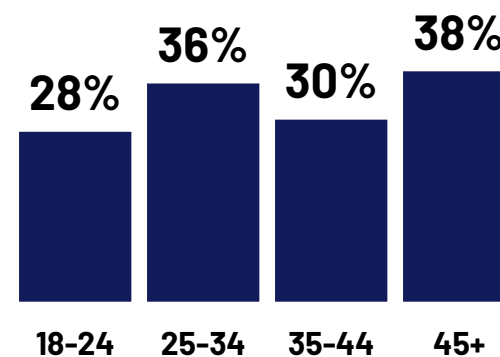
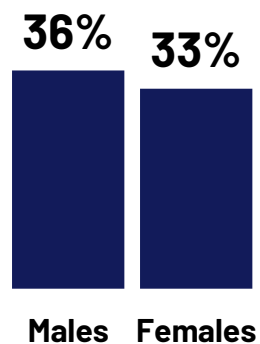
Base: % out those who use social media platforms

Socializing habits

% – by demographics



Spend more time socializing
with friends online than face-
to-face



Base: % out those who use social media platforms

Do people follow celebrities and influencers on social media platforms?



52%

Follow influencers



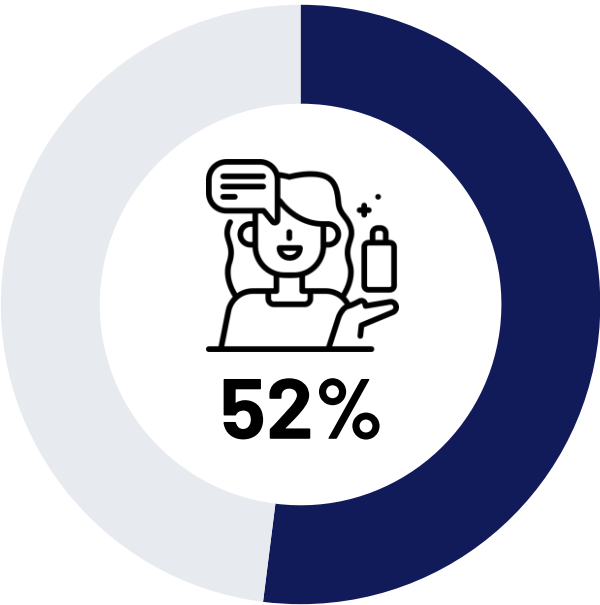
39%

Follow celebrities

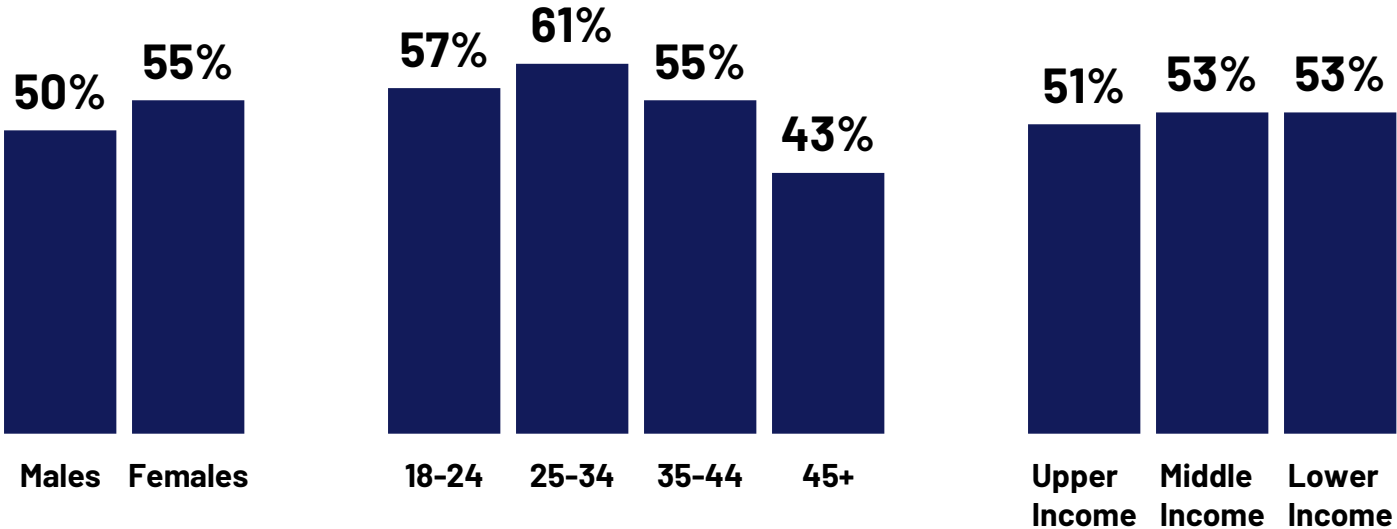
Base: % out those who use social media platforms

Following influencers on social media platforms

% – by demographics



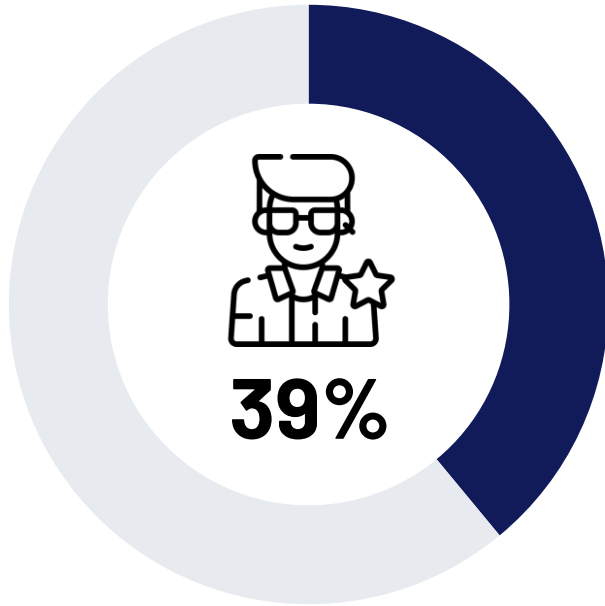
Follow influencers on social media platforms



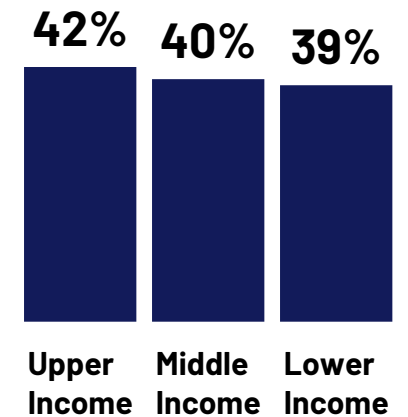
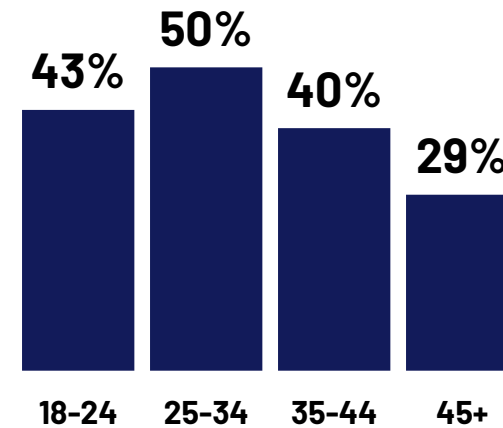
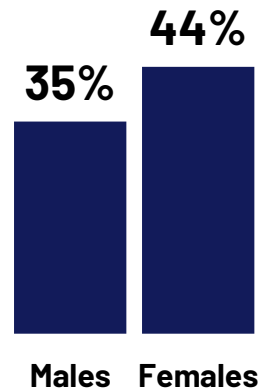
Base: % out those who use social media platforms

Following celebrities on social media platforms

% – by demographics



Follow celebrities on social media platforms

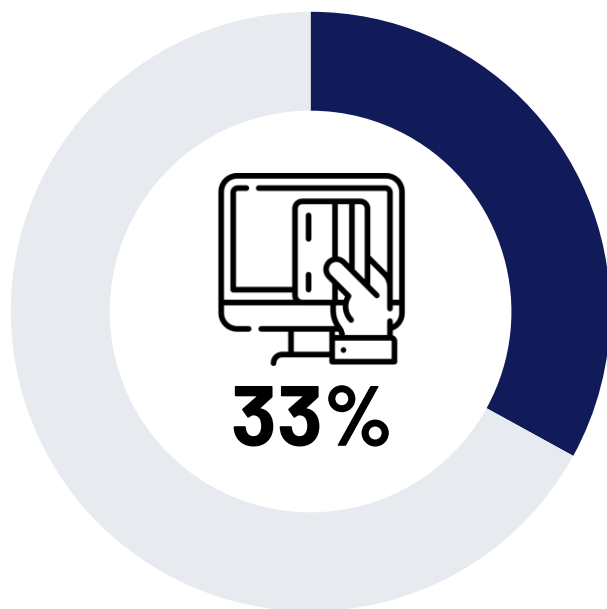


Base: % out those who use social media platforms

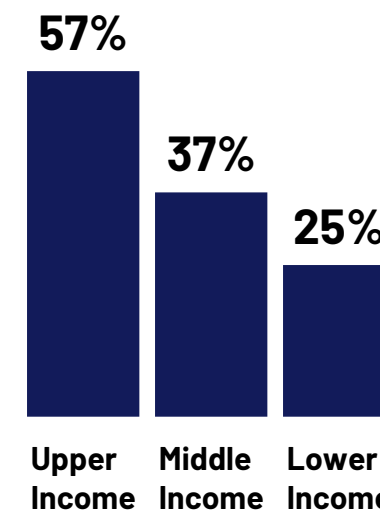
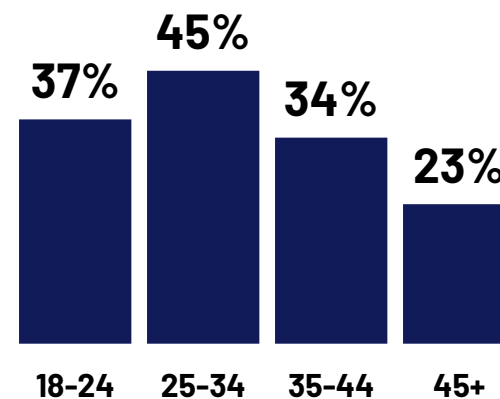
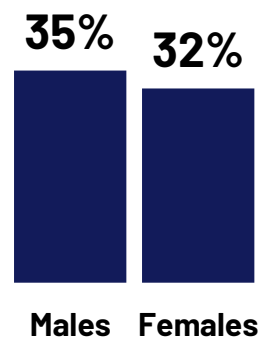
DIGITAL CONTENT SUBSCRIPTION

Paid subscriptions

% – by demographics



Paid for digital content
in the past six months



TRENDS ADOPTION

Trends adoption

% distribution of trend adopters

43%

Laggards:

prefer to stay with what they're used to as long as possible and would rather not change if it's not necessary



41%

Main followers:

try out new trends after they become popular, and more people have tried them



16%

Early adopters:

like to be among the first to try out the latest trends and have their own opinion about it



Trends adoption

% distribution of trend adopters - by demographics



Laggards



Main Followers



Early Adopters

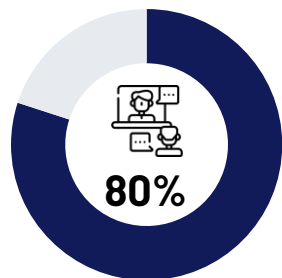
Total	43%	41%	16%
Male	43%	37%	20%
Female	43%	45%	12%
18-24	42%	38%	20%
25-34	45%	40%	15%
35-44	42%	45%	13%
45+	43%	41%	16%
Upper Income	32%	56%	12%
Middle Income	40%	47%	13%
Lower Income	48%	33%	18%

DIGITAL INTEGRATION IN DAILY LIFE

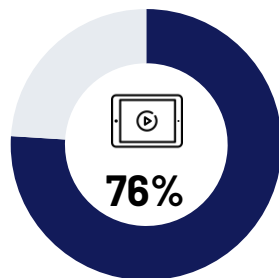


Technology integration

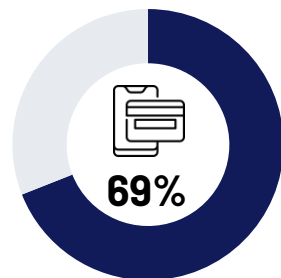
% usage in the past six months



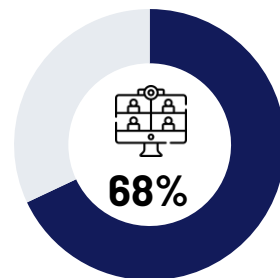
Used VOIP apps



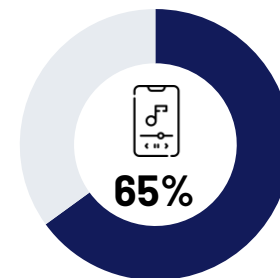
Streamed videos online



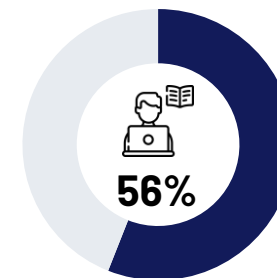
Used mobile banking apps



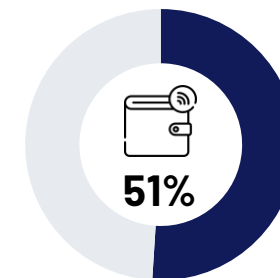
Used video conferencing tools



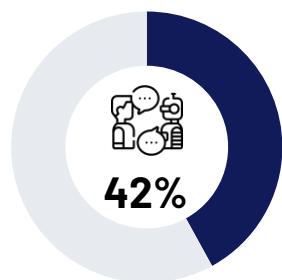
Streamed music on websites or apps



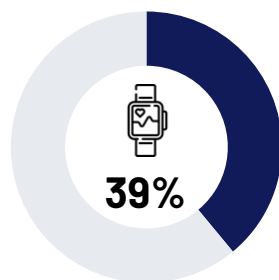
Engaged in online learning or attended virtual classes



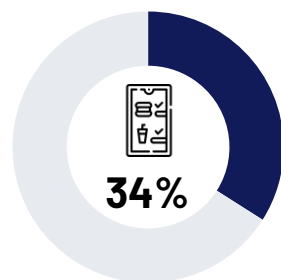
Used digital wallet apps



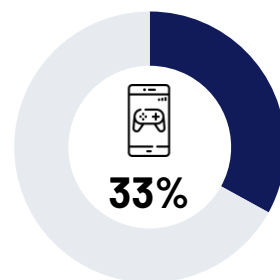
Used virtual assistant services



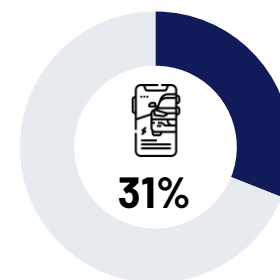
Used fitness or health tracking apps or devices



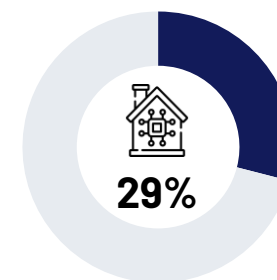
Ordered food using food apps



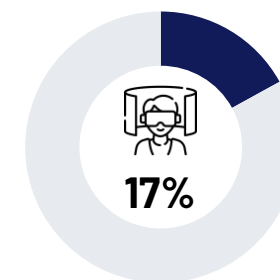
Participated in online/mobile gaming or esports activities



Used ride hailing apps

















Used smart home devices or automation technologies



Used AR or VR apps, devices or experiences

Technology integration

% usage in the past six months – by demographics

														
	Used VOIP apps	Streamed videos	Used mobile banking apps	Used video conferencing tools	Streamed music	Engaged in online learning	Used digital wallet apps	Used virtual assistant services	Used health tracking apps/devices	Ordered food using food apps	Participated in online/mobile gaming	Used ride hailing apps	Used smart home devices	Used AR or VR apps/devices
Total	80%	76%	69%	68%	65%	56%	51%	42%	39%	34%	33%	31%	29%	17%
Male	83%	80%	73%	64%	64%	56%	57%	46%	44%	34%	36%	29%	30%	20%
Female	77%	72%	64%	71%	65%	55%	44%	38%	35%	35%	30%	33%	27%	14%
18-24	75%	79%	56%	69%	72%	68%	36%	44%	46%	35%	41%	31%	28%	21%
25-34	82%	80%	71%	71%	70%	59%	66%	47%	45%	36%	42%	38%	38%	18%
35-44	83%	78%	69%	67%	65%	56%	50%	39%	39%	35%	33%	32%	27%	24%
45+	80%	70%	73%	65%	57%	46%	48%	39%	32%	33%	23%	25%	23%	9%
Upper Income	80%	79%	80%	77%	71%	66%	67%	48%	52%	59%	37%	49%	37%	30%
Middle Income	81%	76%	60%	63%	64%	54%	43%	43%	42%	27%	37%	29%	28%	14%
Lower Income	81%	75%	77%	71%	62%	56%	58%	44%	34%	37%	27%	27%	28%	15%

Sample and methodology

Sample size

500 respondents

Sample criteria

General public
representative of the population across gender, age (18+)

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Morocco
with a nationwide coverage

FOR MORE INFORMATION

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