

# PREDICTIONS 2026

## Morocco Edition

December 2025

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# 01

## OVERALL EXPECTATIONS FOR 2026



# As 2026 approaches, optimism defines Morocco's outlook, with 9 in 10 believing the year will surpass 2025 on a personal level



## By Gender



## By Age



## By Income Level



## This positive outlook extends to wellbeing, with strong confidence in better mental and physical health



% Agree

89%

My mental health will be better in 2026 than it was in 2025



% Agree

86%

My physical health will be better in 2026 than it was in 2025



# EXPECTATIONS FOR WORLD AFFAIRS IN 2026

# 02

# In global affairs, more than half believe that major conflicts, from Ukraine to the Middle East, may finally move towards resolution



% Likely

55%

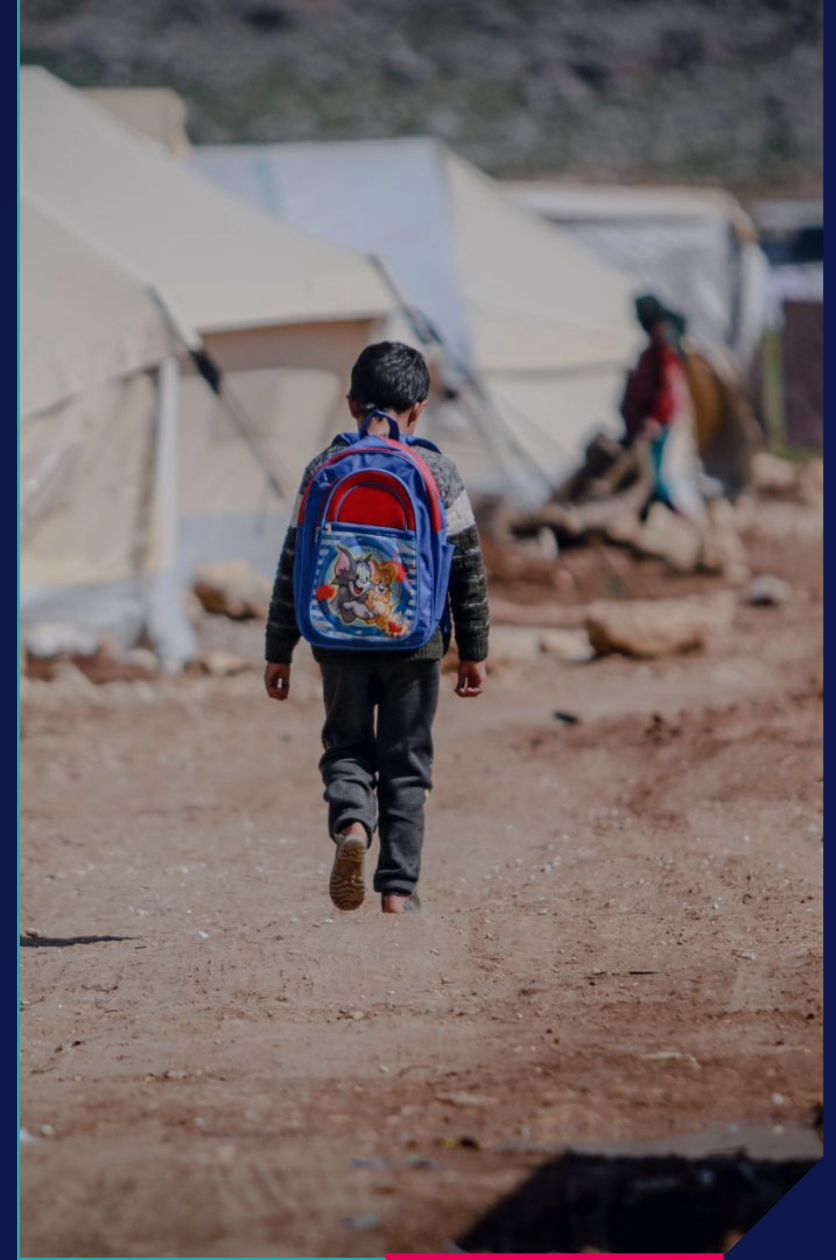
The war in Ukraine will end in 2026



% Likely

52%

The current wars in the Middle East will end in 2026



# And in the same momentum, many see 2026 bringing diplomatic steps forward – from reconstruction to recognition and renewed peace efforts

% Likely

70%

Major reconstruction efforts will commence in Gaza with international support in 2026



66%

More major Western powers will formally recognize an independent State of Palestine



64%

Formal Middle East peace talks will take place in search for a lasting end to the conflicts in 2026





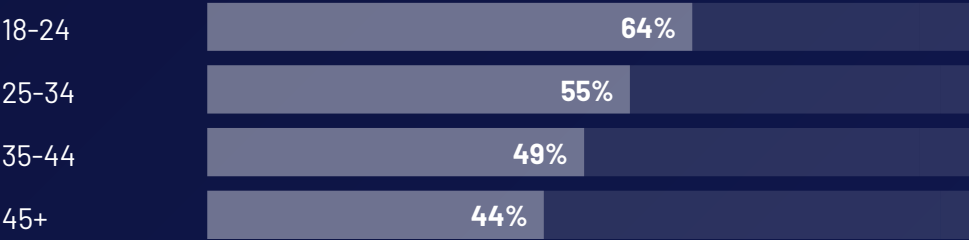
# Complementing these expectations, 1 in 2 envision a world that feels safer overall



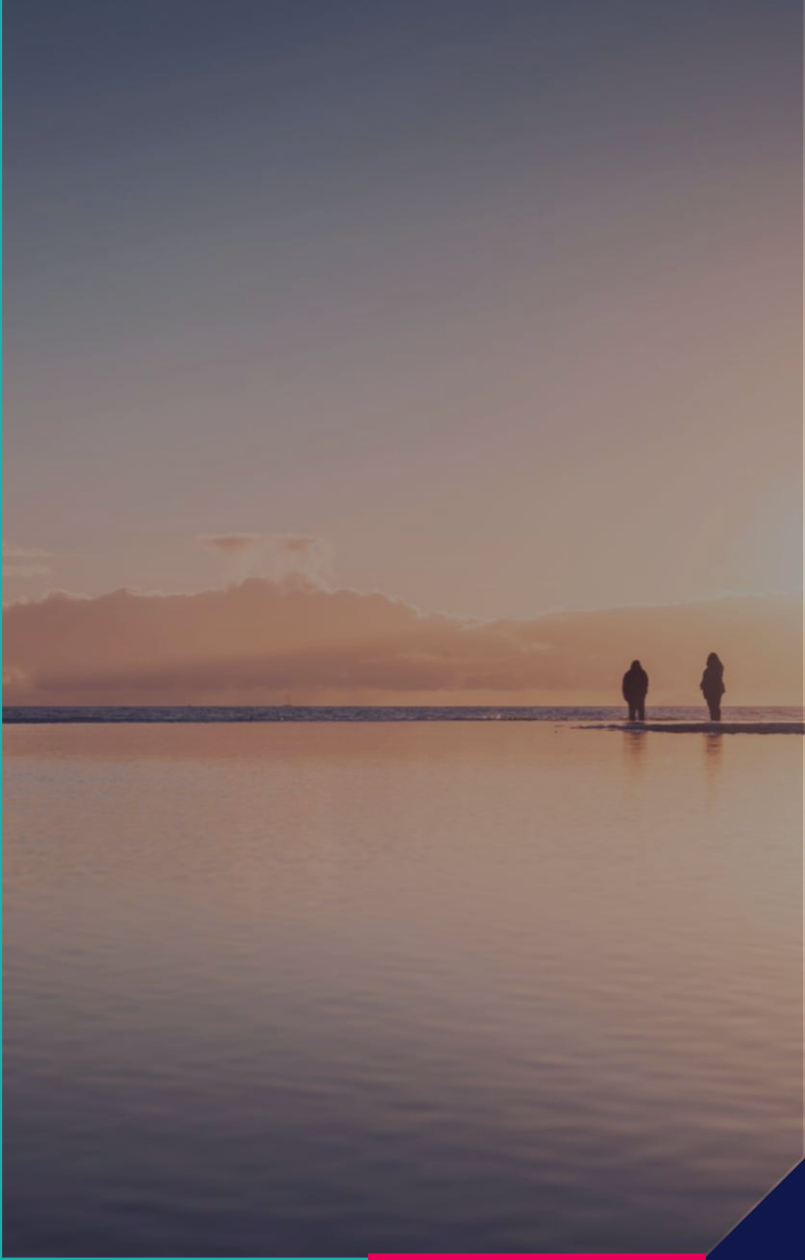
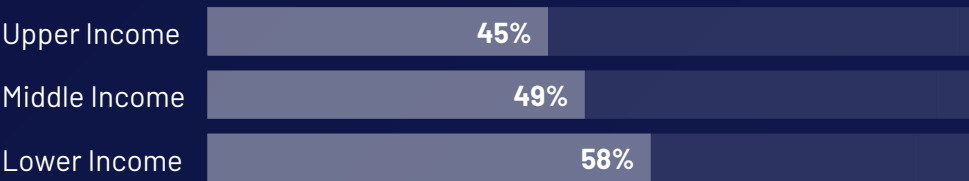
## By Gender



## By Age



## By Income Level



# EXPECTATIONS FOR SOCIETY IN 2026

# 03

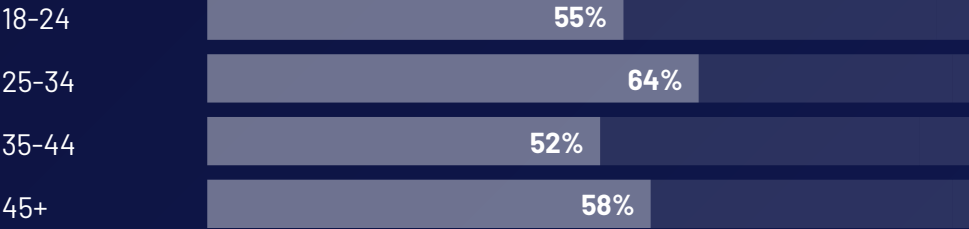
# In societal outlooks, more than half predict meaningful improvements in social conditions and quality of life for people in Morocco



## By Gender



## By Age



## By Income Level





# Yet alongside these improvements, most expect illegal immigration to Morocco will continue rising

% Likely

71%

The level of illegal immigration to Morocco will increase in 2026

## By Gender



## By Age

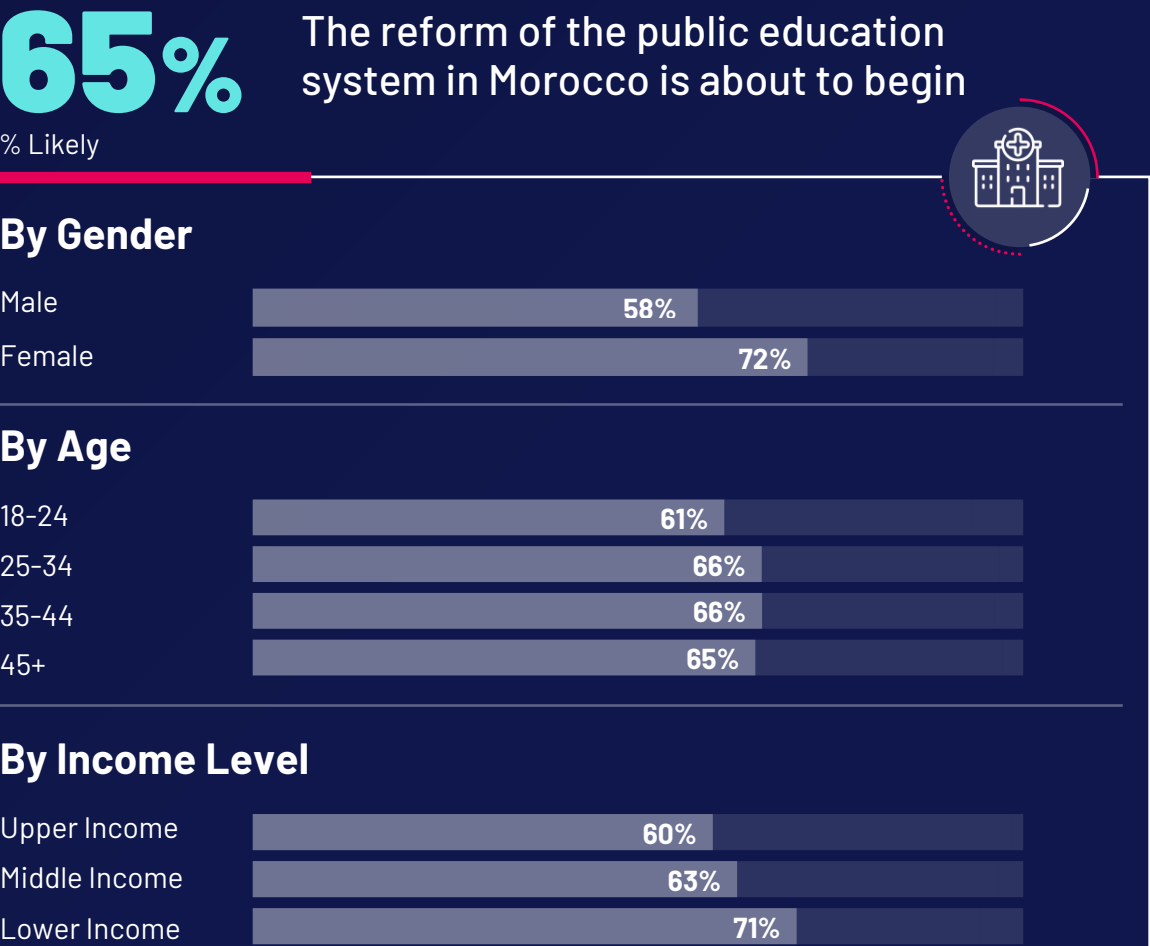
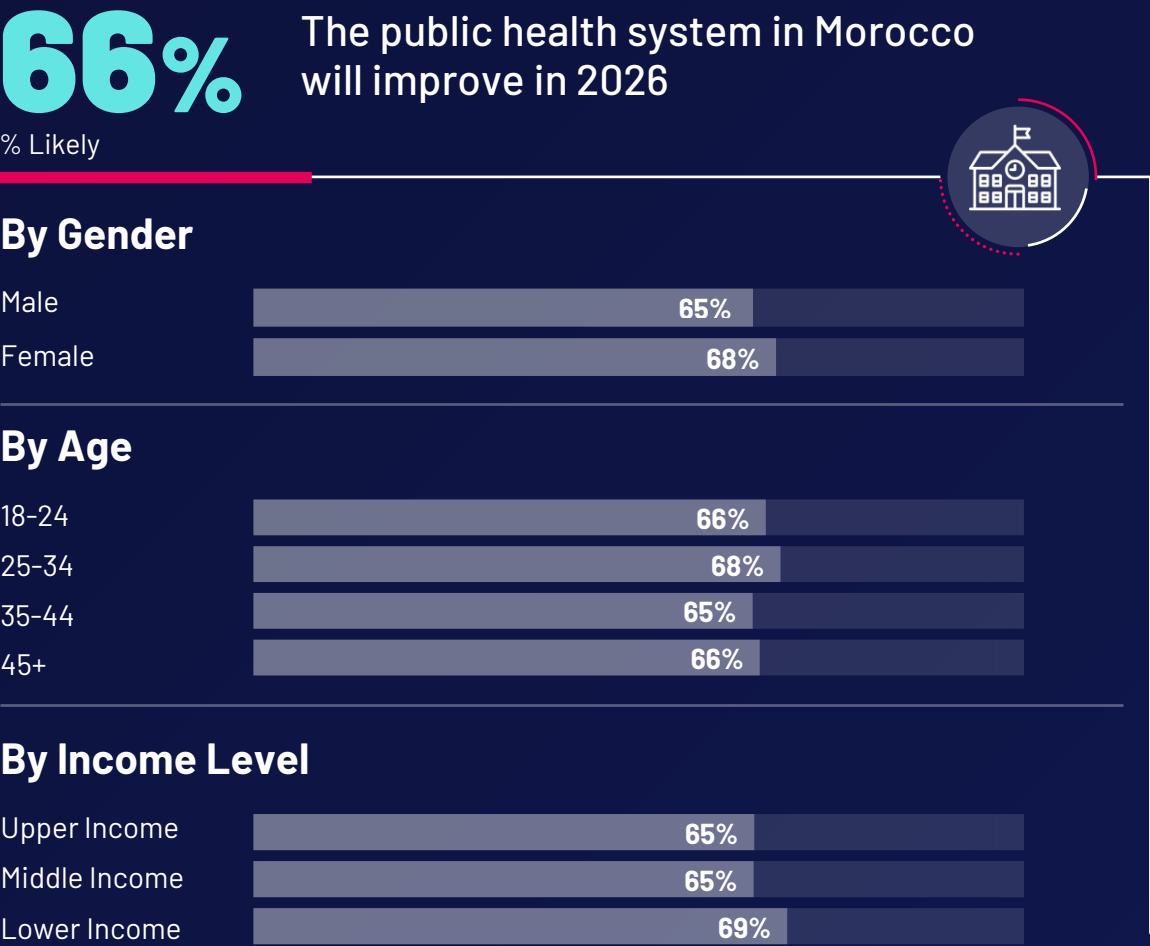


## By Income Level





# At the same time, nearly two-thirds believe that 2026 will bring tangible progress across the public health and education systems



## And this broader sense of advancement continues with strong expectations for women's leadership and pay equity



% Likely

80%

Morocco will see an increase in the participation of women in leadership roles



% Likely

65%

Women will be paid the same as men for the same work



# Expectations for gender equality and leadership

% Likely - by demographics



Morocco will see an increase in the participation of women in leadership roles		Women will be paid the same as men for the same work
Male	77%	64%
Female	82%	65%
18 - 24	72%	59%
25 - 34	77%	69%
35 - 44	83%	70%
45+	83%	62%
Upper Income	82%	58%
Middle Income	79%	67%
Lower Income	80%	64%

04

# EXPECTATIONS FOR THE ECONOMY IN 2026



# In economic outlooks, the majority foresee a stronger global environment, though some express concerns around potential market volatility

81%

% Agree

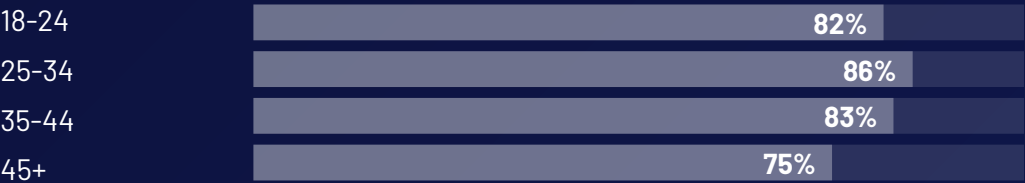
The global economy will be stronger in 2026 than it was in 2025



## By Gender



## By Age



## By Income Level



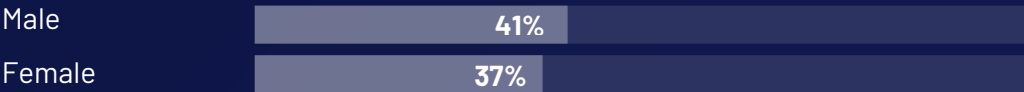
39%

% Likely

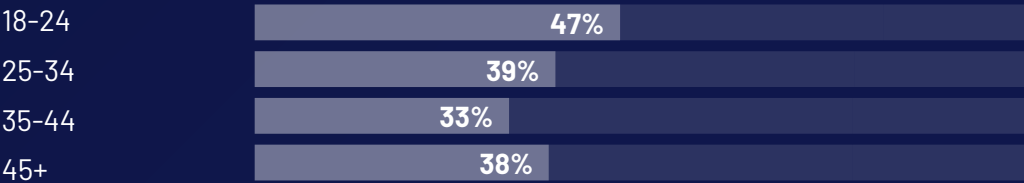
Major stock markets around the world will crash



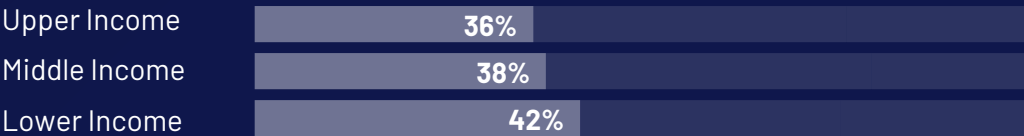
## By Gender



## By Age



## By Income Level



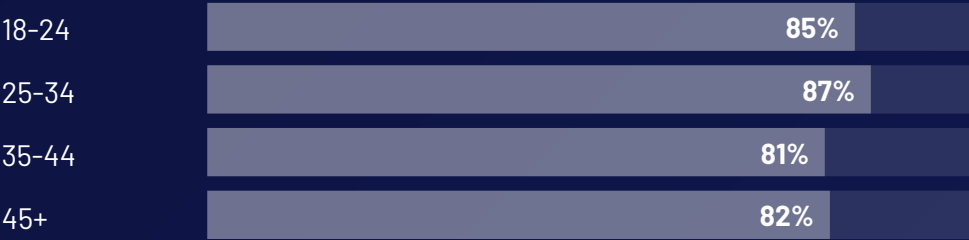
# Confidence is even higher nationally, with 4 in 5 expecting Morocco's economy to strengthen further



## By Gender



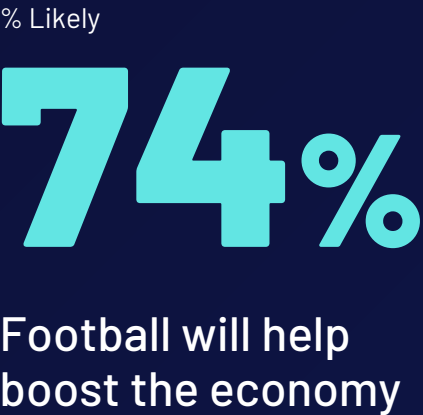
## By Age



## By Income Level



# And looking ahead, 3 in 4 see football as a major driver of economic growth in the coming year



## By Gender



## By Age



## By Income Level





# In parallel, Morocco is widely seen as attracting greater international investment

% Likely

81%

Morocco will attract more international investments in 2026

## By Gender



## By Age



## By Income Level





# But financial pressures persist, with expectations of higher prices, inflation, and interest rates in 2026

% Likely

73%

Prices in Morocco will increase faster than people's incomes



71%

Inflation in Morocco will be higher in 2026 than in 2025



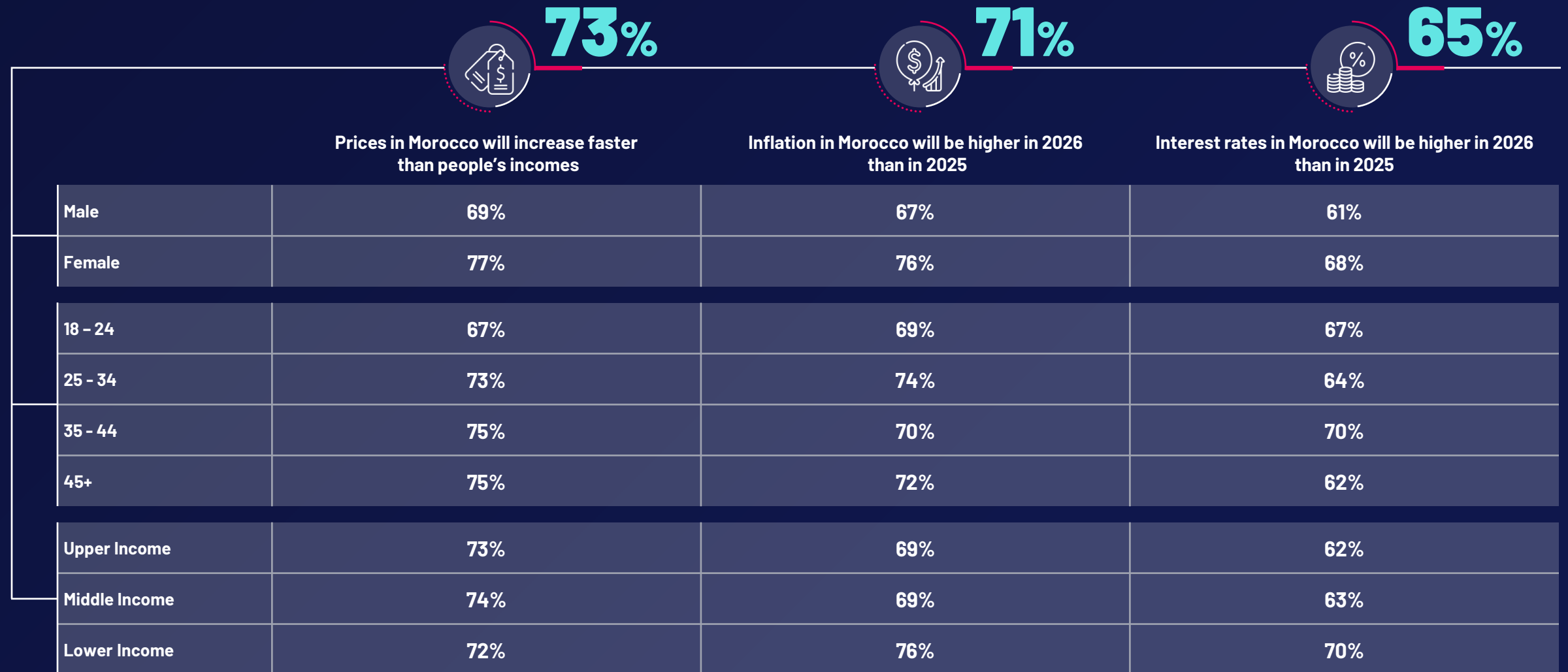
65%

Interest rates in Morocco will be higher in 2026 than in 2025



# Economic expectations

% Likely - by demographics



# These pressures also extend to employment, as many believe finding a job will become more challenging

% Likely

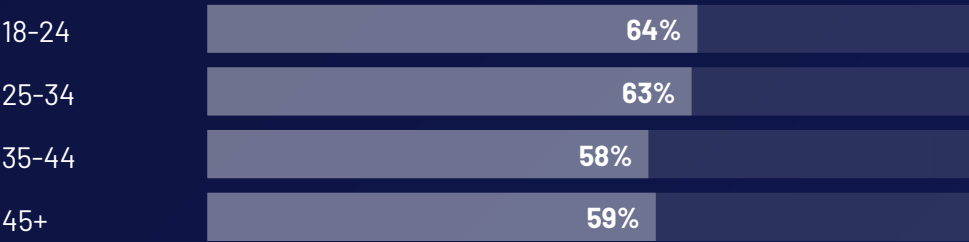
61%

It will be more difficult to find a job in Morocco in 2026 than it was in 2025

## By Gender



## By Age



## By Income Level



# Still, an equal share remain hopeful that their own financial situations will improve despite the economic challenges

% Likely

63%

My personal financial situation will improve in 2026

## By Gender



## By Age



## By Income Level







## Stronger gold and investment outlooks reinforce economic optimism, though major purchases remain a more reserved expectation



75%

The price of gold will reach unprecedented high levels in 2026

% Likely



73%

The economic environment in Morocco will be better for investment in 2026 than it was in 2025

% Likely



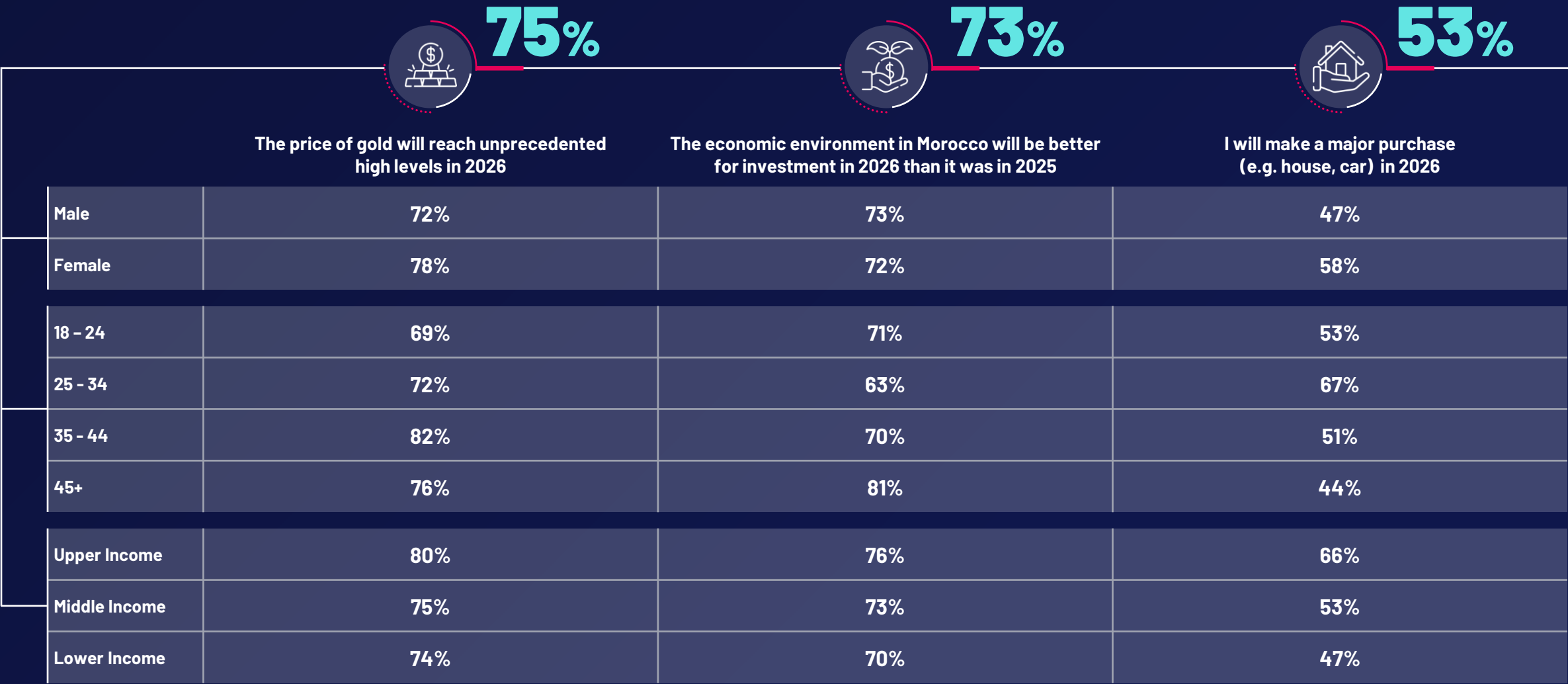
53%

I will make a major purchase (e.g. house, car) in 2026

% Likely

# Outlook on investment and major purchases

% Likely - by demographics



# Housing affordability, however, is expected to worsen, with broad agreement that buying or renting will become more expensive

% Likely

81%

The cost of buying/renting a home in Morocco will increase in 2026

## By Gender



## By Age



## By Income Level



05

# EXPECTATIONS FOR THE WORKPLACE IN 2026



# In the workplace, many anticipate a shift toward stricter arrangements, with reduced flexibility around remote work

% Likely

65%

Businesses in Morocco will become less flexible in work arrangements like remote working compared to 2025

## By Gender

Male	64%
Female	65%

## By Age

18-24	64%
25-34	64%
35-44	64%
45+	66%

## By Income Level

Upper Income	58%
Middle Income	64%
Lower Income	68%



06

# EXPECTATIONS FOR TOURISM IN 2026

# When it comes to tourism, there's a with widespread belief that Morocco will welcome more visitors in the coming year

% Likely

87%

More tourists will enter Morocco in 2026 compared to 2025

## By Gender



## By Age



## By Income Level






07

# EXPECTATIONS FOR THE ENVIRONMENT IN 2026





## In environmental matters, worry dominates, with predictions of higher temperatures, more extreme weather and worsening water scarcity



77%

Average global temperatures will increase

% Likely



64%

There will be more extreme weather events in Morocco in 2026 than there were in 2025

% Likely



61%

Water scarcity in Morocco will be more severe in 2026 than in 2025

% Likely

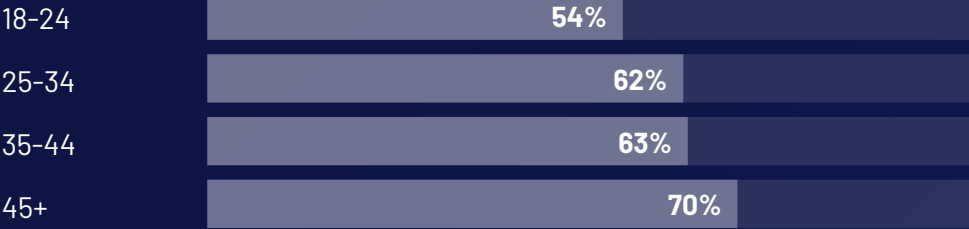
# Amid these challenges, many expect the government to respond with tougher carbon-reduction targets



## By Gender



## By Age



## By Income Level



# However, these climate efforts aren't expected to extend to mobility, as many foresee worsening traffic congestion

% Likely

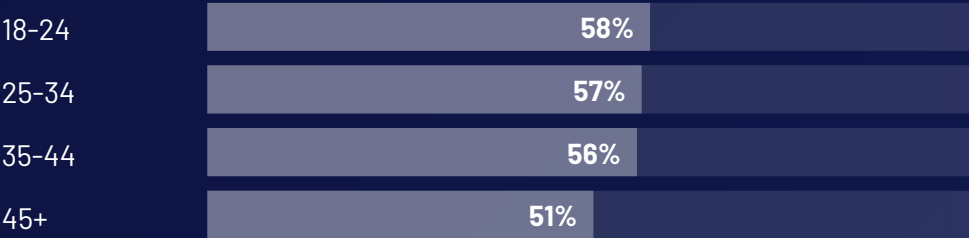
**55%**

Getting from one place to another in Morocco will take significantly longer in 2026 due to increased traffic congestion

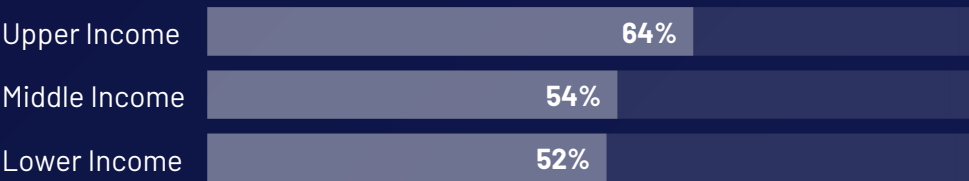
## By Gender



## By Age



## By Income Level

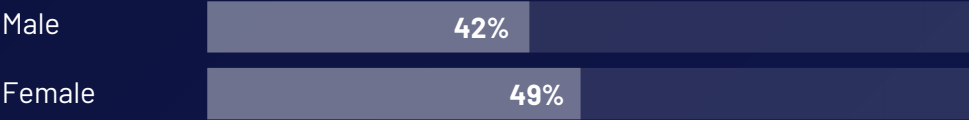




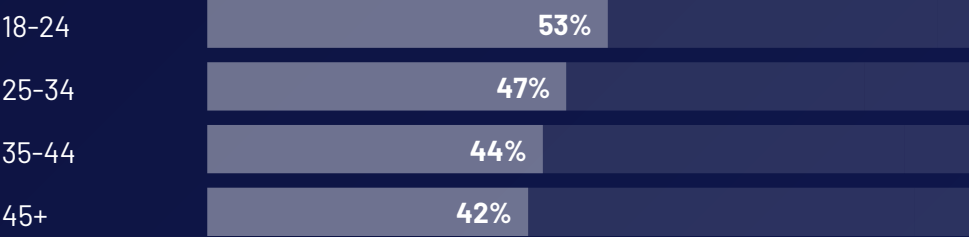
# Still, nearly half expect a breakthrough technology that could halt climate change to emerge



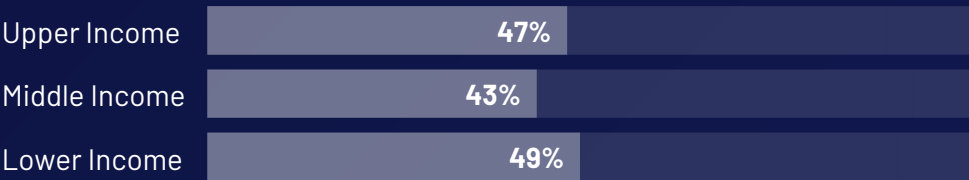
## By Gender



## By Age



## By Income Level





# EXPECTATIONS FOR TECHNOLOGY IN 2026

# 08

**Technological life in 2026 is expected to be defined by deeper digital immersion, even as 1 in 2 express a desire to scale back their social media use**



% Likely

**85%**

People in Morocco will spend more time socializing online than face-to-face



% Likely

**51%**

I will use social media less



# Expectations for technology

% Likely - by demographics



People in Morocco will spend more time  
socializing online than face-to-face

I will use social media less

	Male	87%	50%
	Female	84%	52%
	18 - 24	81%	51%
	25 - 34	82%	53%
	35 - 44	87%	57%
	45+	89%	47%
	Upper Income	82%	39%
	Middle Income	84%	48%
	Lower Income	88%	63%

# With greater digital dependency comes risk, and most anticipate cyberattacks will become more frequent

% Likely

69%

Cyberattacks will increase in frequency in Morocco in 2026 compared to 2025

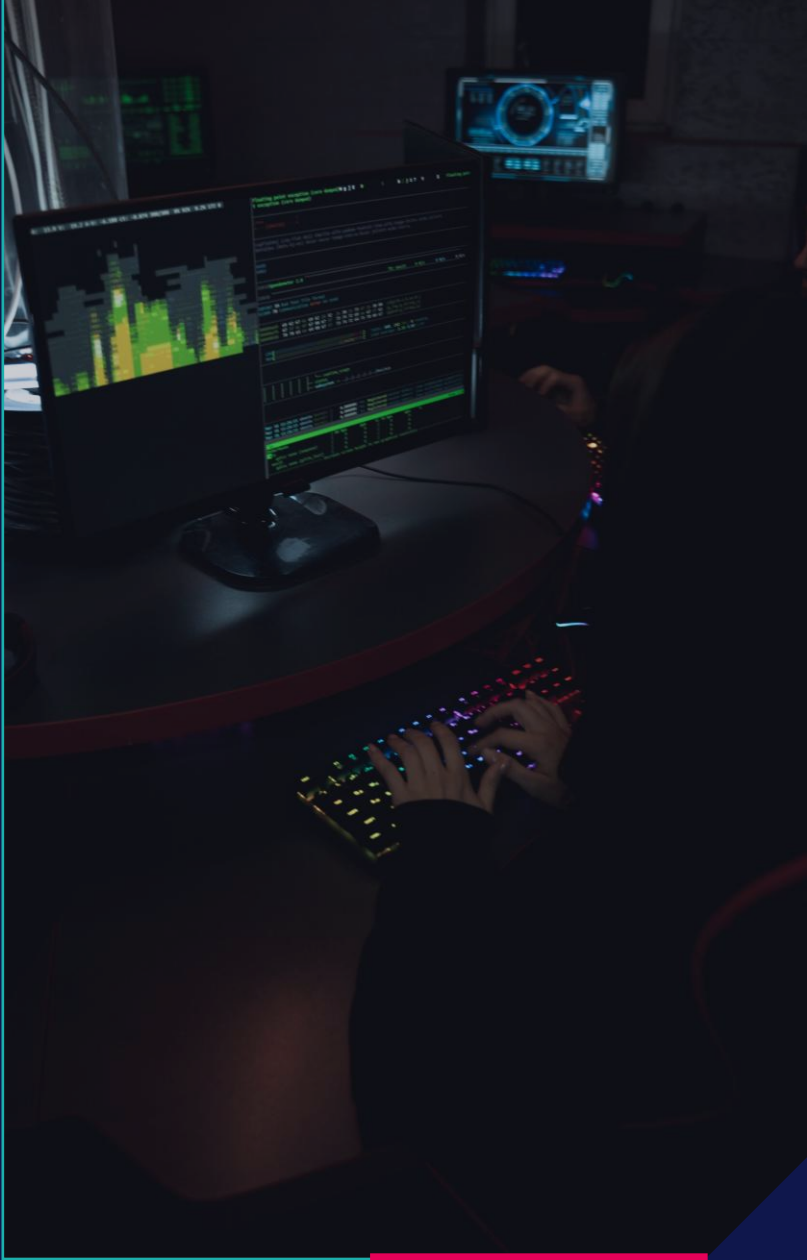
## By Gender



## By Age



## By Income Level





# And as technology accelerates, AI, in particular, is expected to reshape the job market, creating new roles while threatening existing ones

**72%** Artificial intelligence will lead to many new jobs being lost in Morocco

% Likely



## By Gender

Male	73%
Female	70%

## By Age

18-24	66%
25-34	71%
35-44	74%
45+	74%

## By Income Level

Upper Income	71%
Middle Income	71%
Lower Income	73%

**68%** Artificial intelligence will lead to many new jobs being created in Morocco

% Likely



## By Gender

Male	67%
Female	70%

## By Age

18-24	70%
25-34	65%
35-44	71%
45+	68%

## By Income Level

Upper Income	61%
Middle Income	67%
Lower Income	74%

# Beyond jobs, concerns intensify as the majority foresee greater difficulty distinguishing real from AI-generated content, alongside increased exposure to data breaches

87%

% Likely

By 2026, most people will have trouble telling real content from AI-generated content



## By Gender

Male	88%
Female	86%

## By Age

18-24	87%
25-34	80%
35-44	91%
45+	88%

## By Income Level

Upper Income	95%
Middle Income	86%
Lower Income	85%

78%

% Likely

AI will increase the risk of personal data being exposed or leaked in 2026



## By Gender

Male	75%
Female	80%

## By Age

18-24	73%
25-34	74%
35-44	80%
45+	81%

## By Income Level

Upper Income	81%
Middle Income	77%
Lower Income	78%

# And in response to these rising digital risks, many foresee the government introducing stricter regulations on large technology companies

% Likely

63%

Strict rules for large technology companies will be introduced by the Government in Morocco

## By Gender



## By Age



## By Income Level



# EXPECTATIONS FOR THE 2026 WORLD CUP

# 09



# For the 2026 World Cup, expectations are high, with overwhelming confidence in Morocco's performance and anticipation of a first-time champion



% Likely

89%

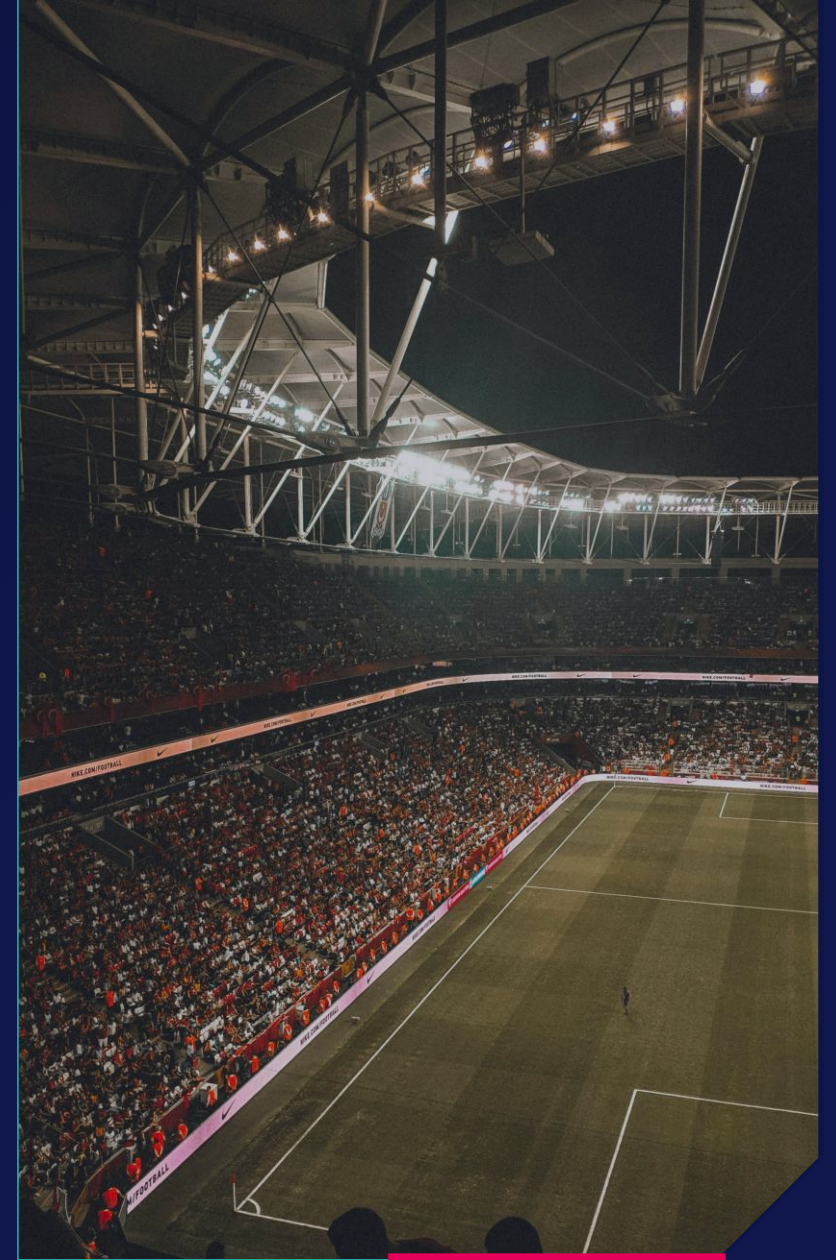
Morocco's team will perform strongly and qualify for the later stages of the World Cup



% Likely

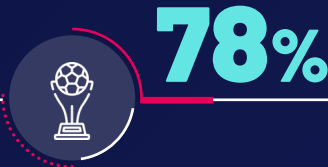
78%

In 2026, a team that has never won the World Cup title before, will win it for the first time



# Expectations for the 2026 World Cup

% Likely - by demographics



Morocco's team will perform strongly and qualify for the later stages of the World Cup		In 2026, a team that has never won the World Cup title before, will win it for the first time
Male	85%	75%
Female	92%	80%
18 - 24	85%	79%
25 - 34	89%	73%
35 - 44	88%	81%
45+	91%	78%
Upper Income	89%	70%
Middle Income	88%	77%
Lower Income	91%	82%

# PAST & FUTURE RESOLUTIONS

# 10

# Reflecting on 2025, most began with clear goals in mind, setting intentions to improve their lives

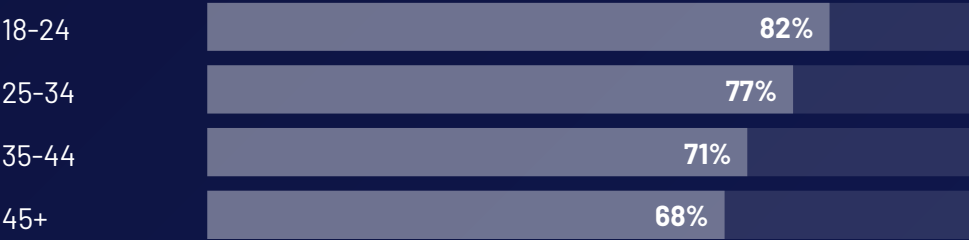
73%

Had set resolutions for things they wanted to accomplish in 2025

## By Gender



## By Age



## By Income Level





# And for many, these goals translated into meaningful progress and a sense of achievement

Success in achieving 2025 goals set

12%



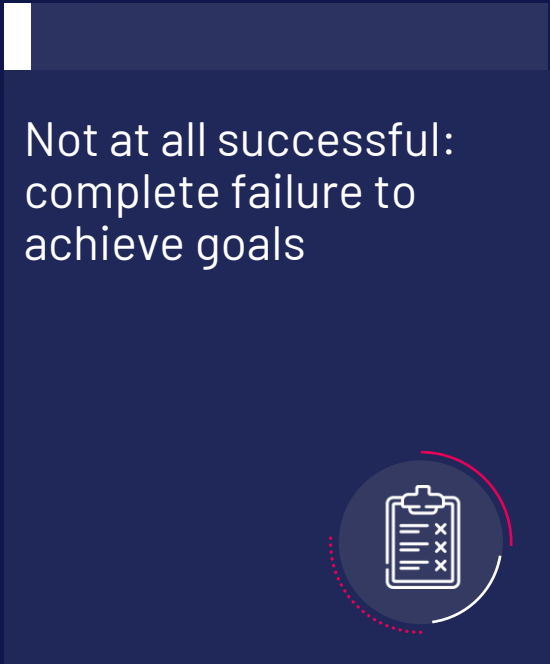
54%



29%



5%



# Now, heading into 2026, even more people are preparing to set new resolutions

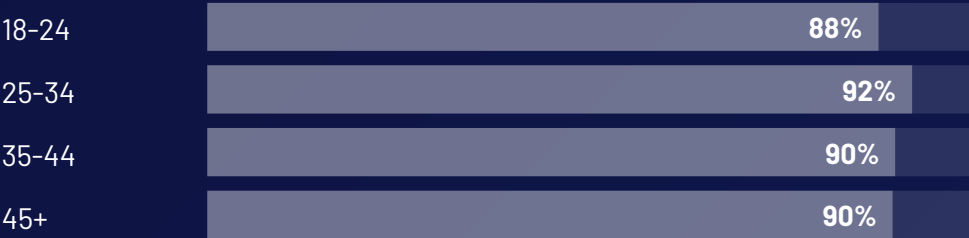
90%

Will set personal resolutions to accomplish specific goals in 2026

## By Gender



## By Age



## By Income Level



# These goals center on self-improvement, financial stability and career progress, with health aspirations also shaping the year ahead

Types of personal goals for 2026

53%



46%



39%



36%



24%



22%



15%



6%



# Sample and methodology

## **Sample size**

500 respondents

## **Sample criteria**

General public: representative of the population across gender and 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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