

PREDICTIONS 2026



Morocco Edition

December 2025

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OVERALL EXPECTATIONS FOR 2026

01

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

% Agree

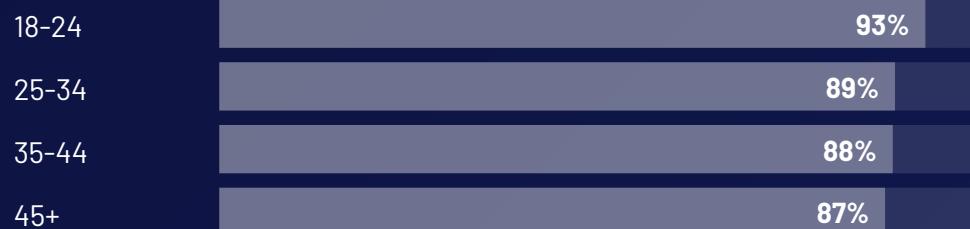
89%

I am optimistic that 2026 will be a better year for me than it was in 2025

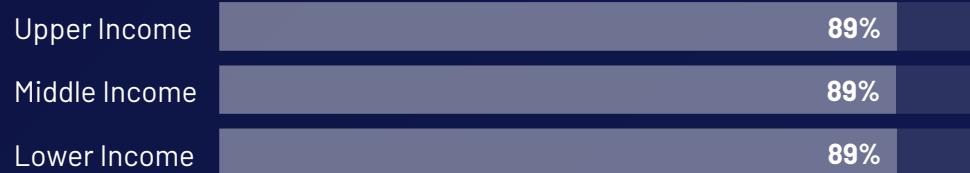
By Gender



By Age



By Income Level



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



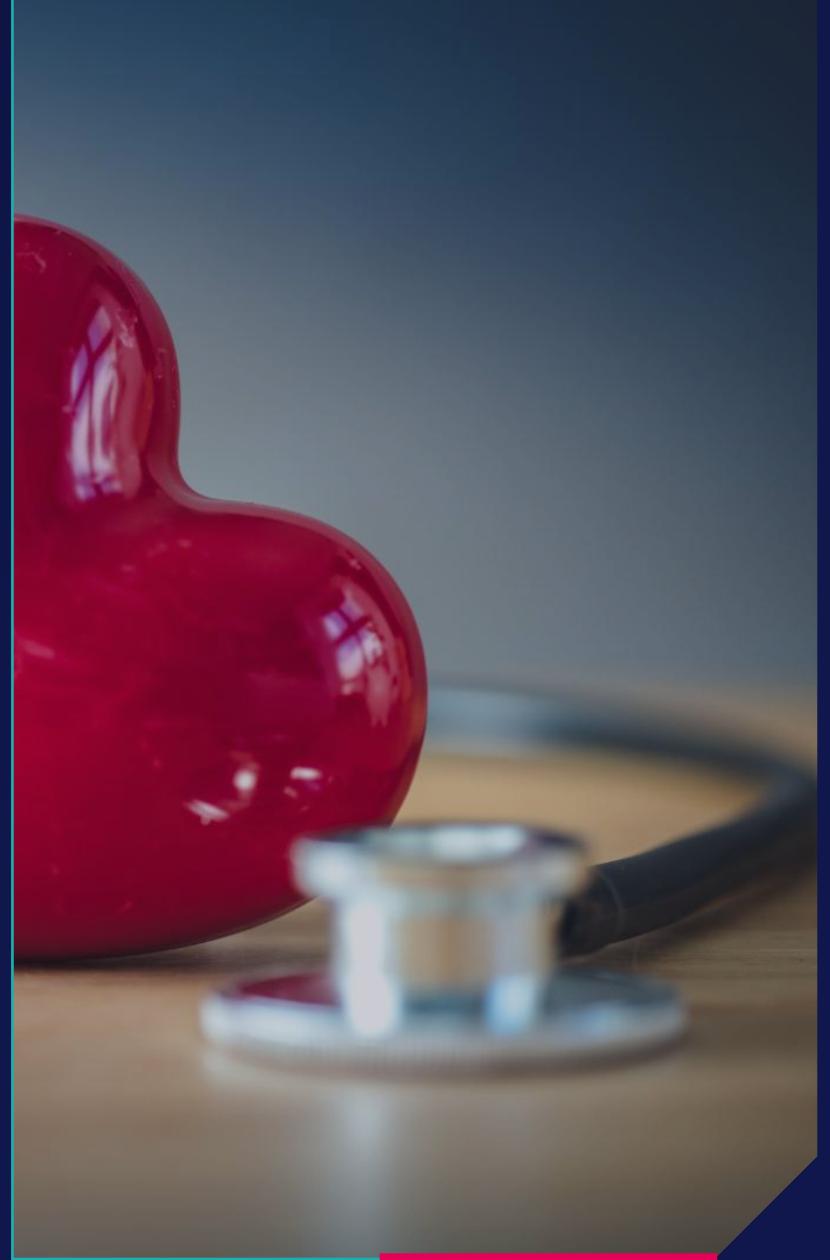
89%

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



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



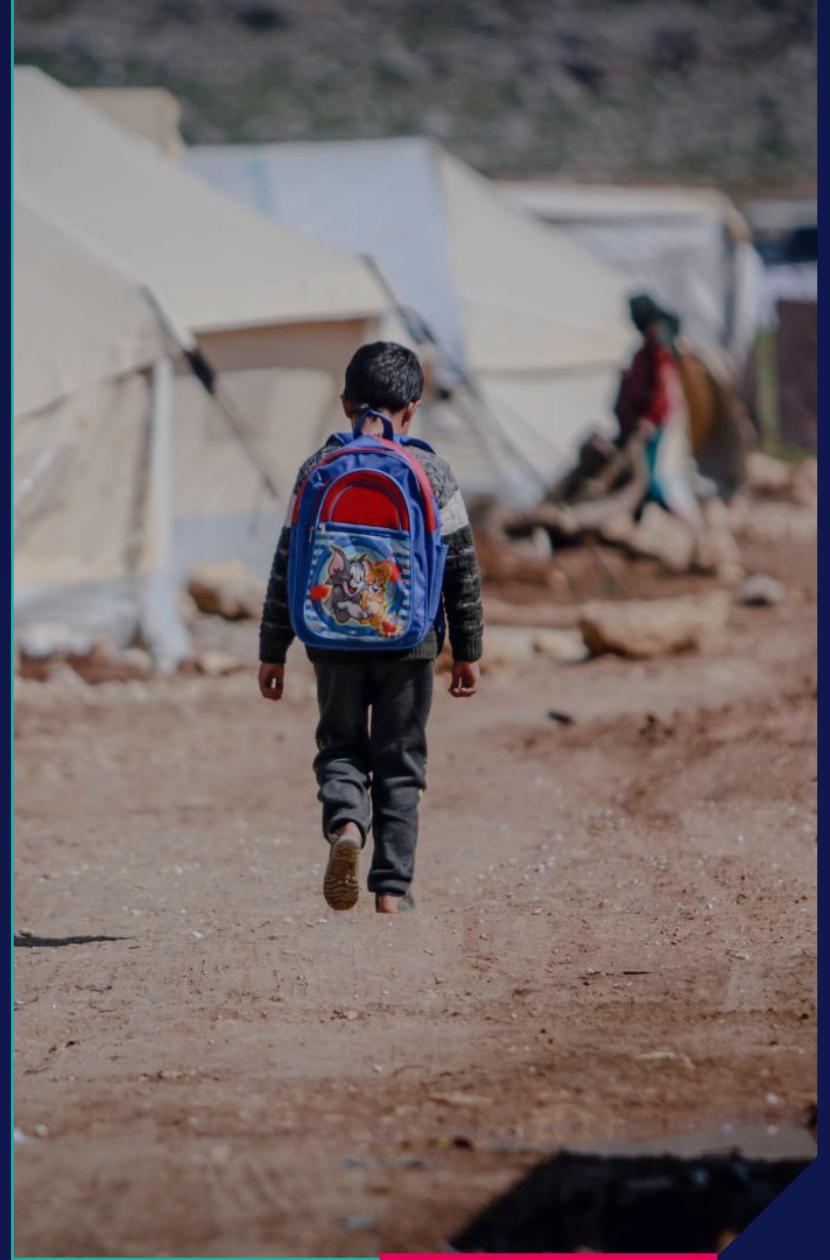
55%

The war in Ukraine will end in 2026



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

% Likely

52%

The world will be a safer place in 2026

By Gender

Male

51%

Female

53%

By Age

18-24

64%

25-34

55%

35-44

49%

45+

44%

By Income Level

Upper Income

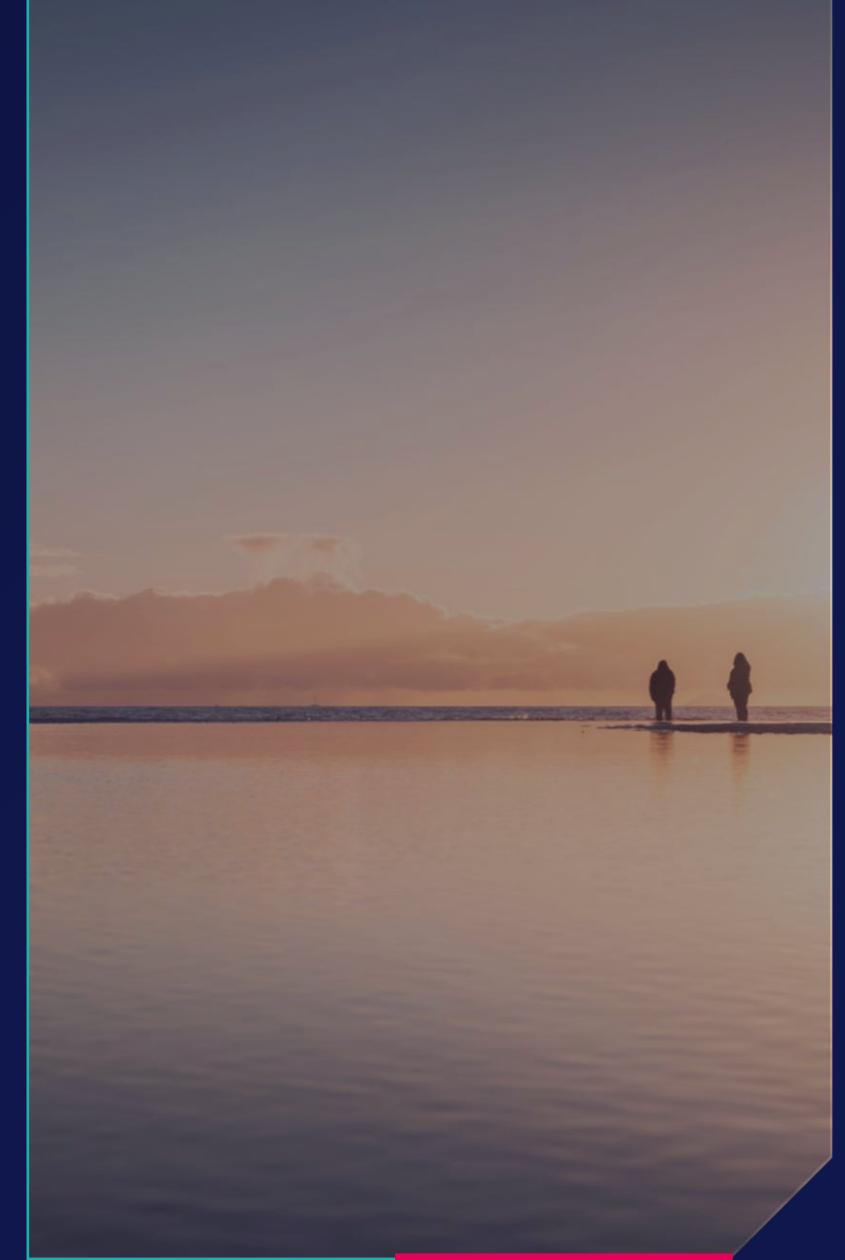
45%

Middle Income

49%

Lower Income

58%



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

% Likely

58%

The social conditions and quality of life for people in Morocco will improve in 2026 compared to 2025

By Gender

Male

59%

Female

56%

By Age

18-24

55%

25-34

64%

35-44

52%

45+

58%

By Income Level

Upper Income

57%

Middle Income

54%

Lower Income

64%



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

% Likely

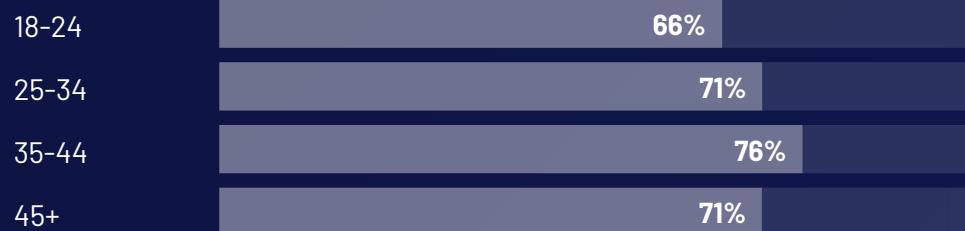
71%

The level of illegal immigration to Morocco will increase in 2026

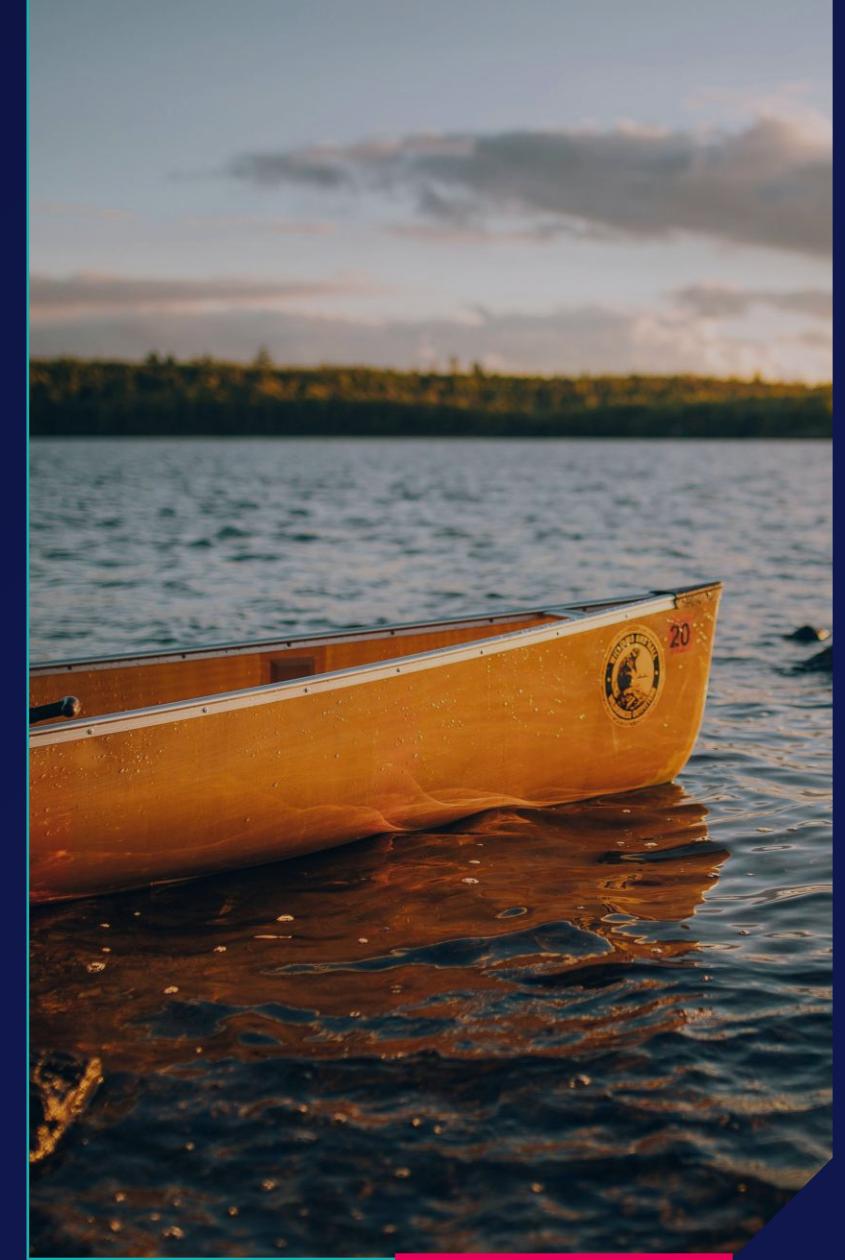
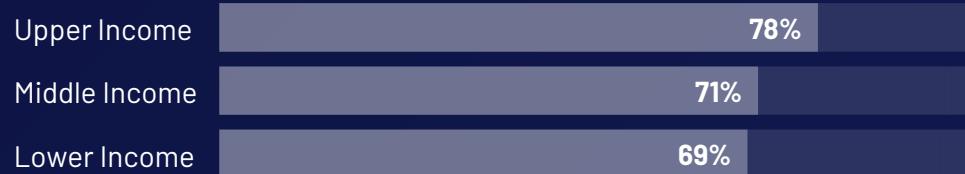
By Gender



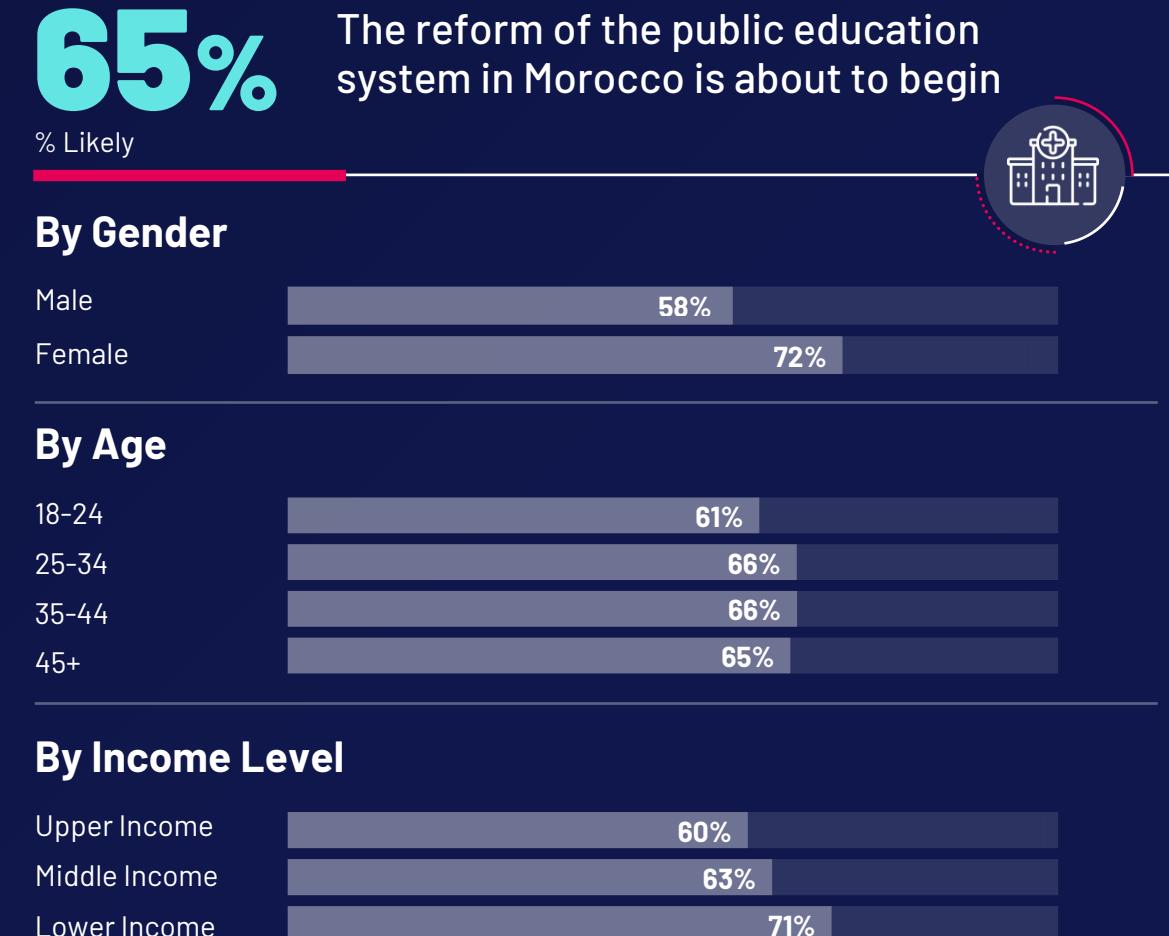
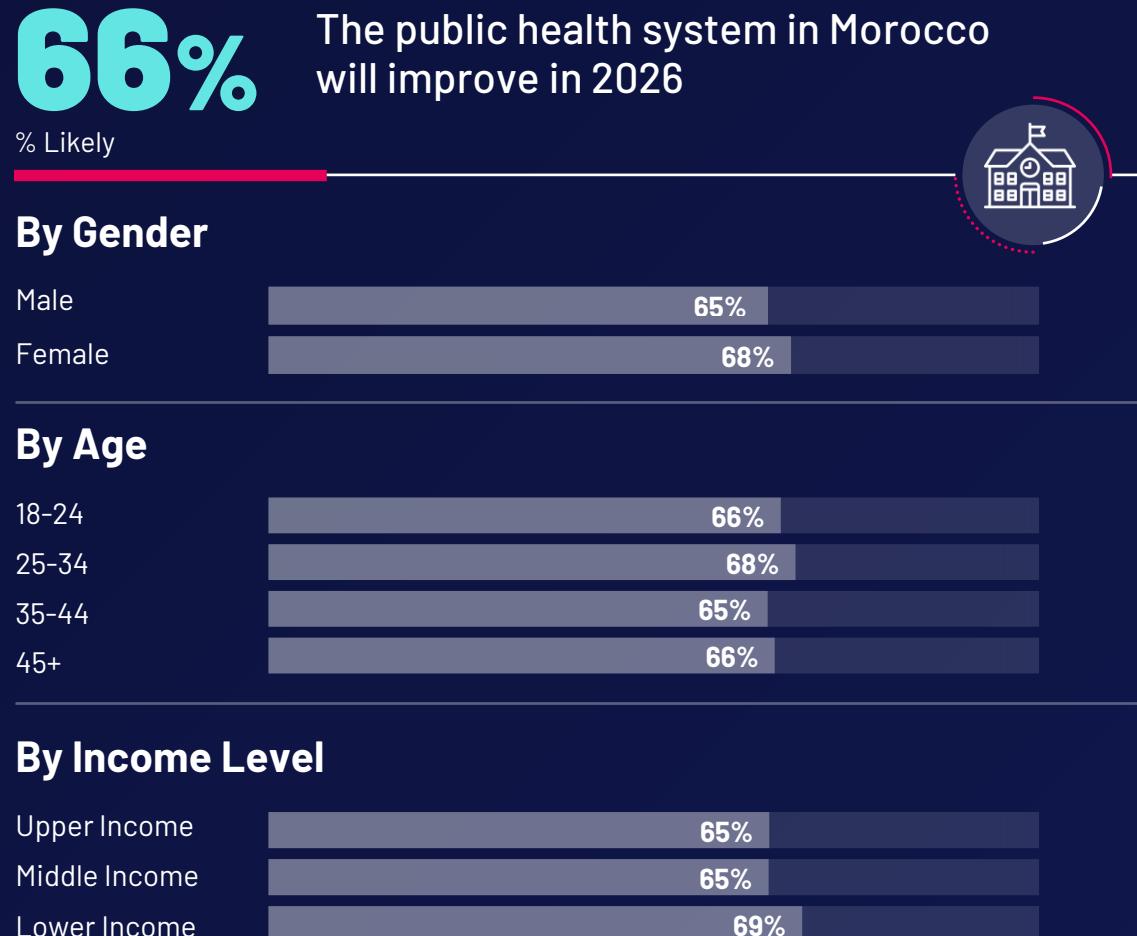
By Age



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%

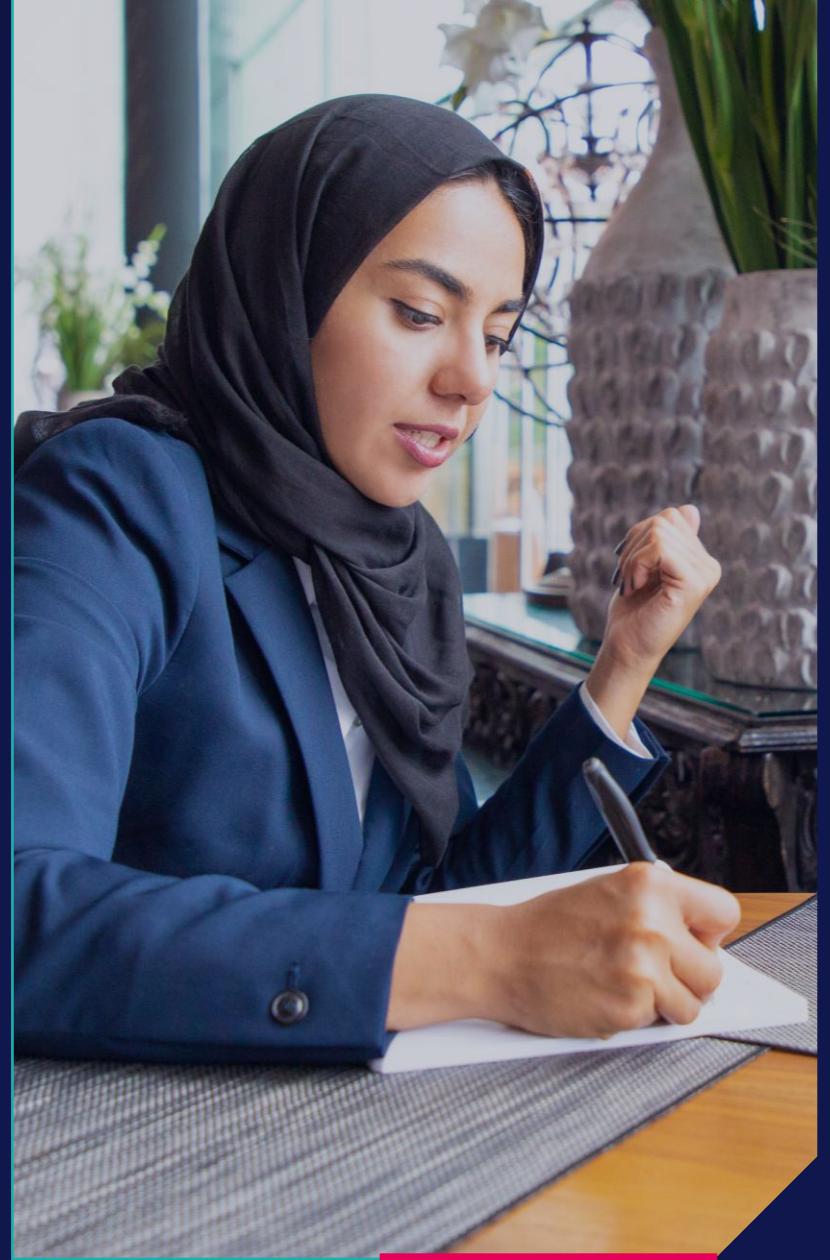
Morocco will see an increase in the participation of women in leadership roles



% Likely

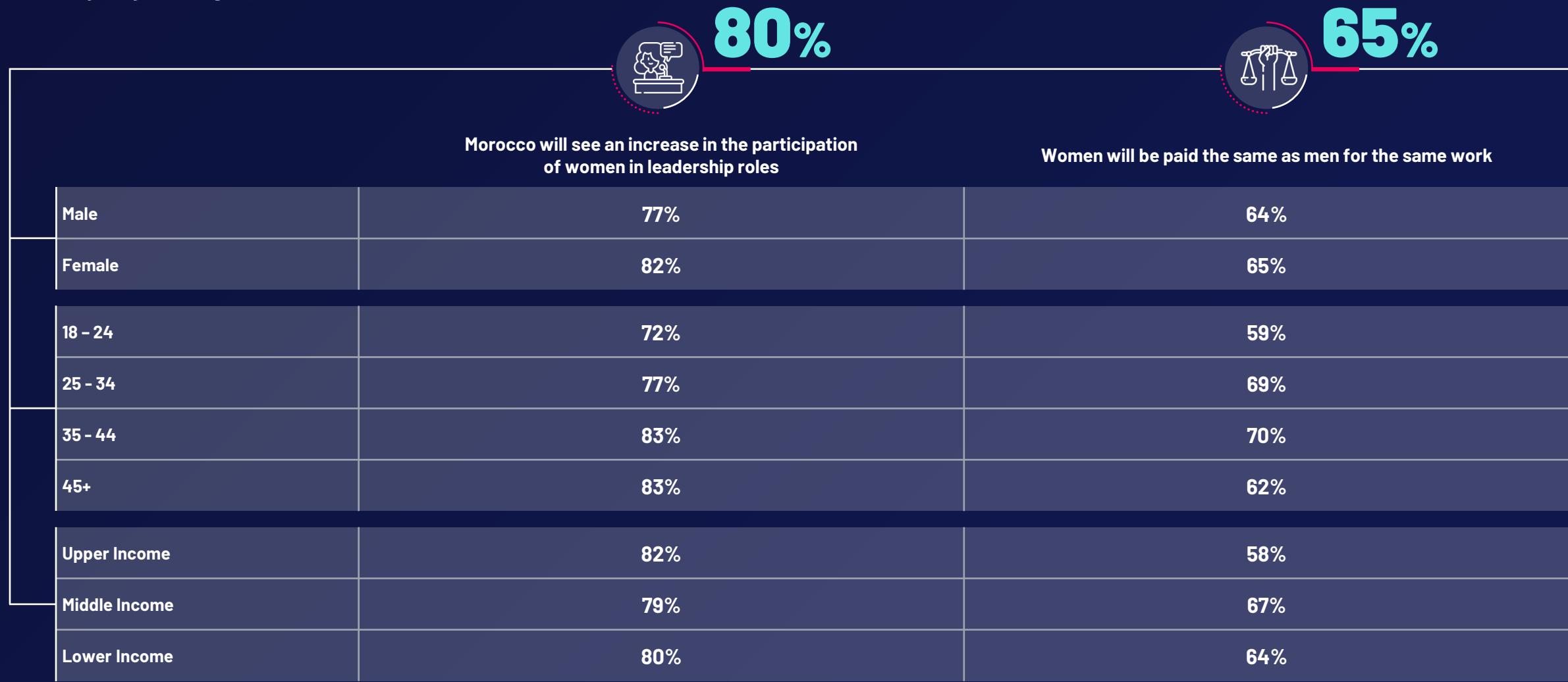
65%

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



Expectations for gender equality and leadership

% Likely - by demographics



EXPECTATIONS FOR THE ECONOMY IN 2026

04

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

81%

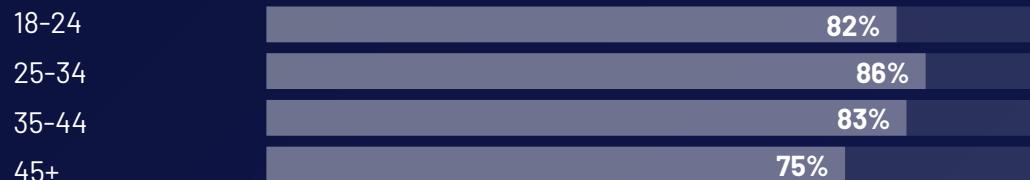
% Agree

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

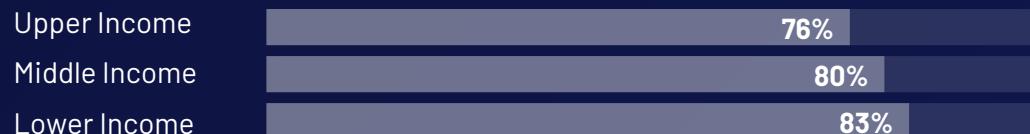
By Gender



By Age



By Income Level

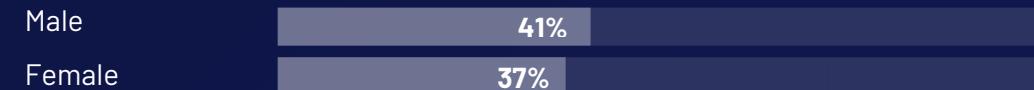


39%

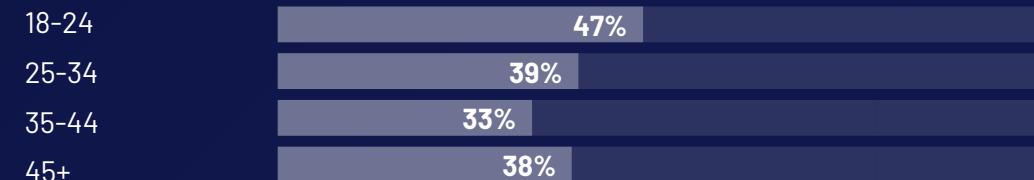
% Likely

Major stock markets around the world will crash

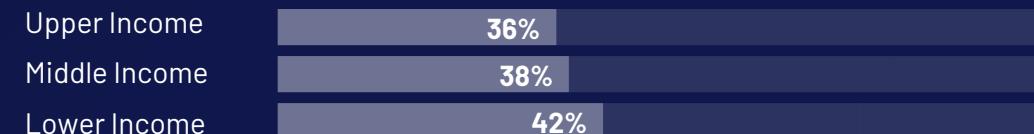
By Gender



By Age



By Income Level



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

% Agree

83%

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

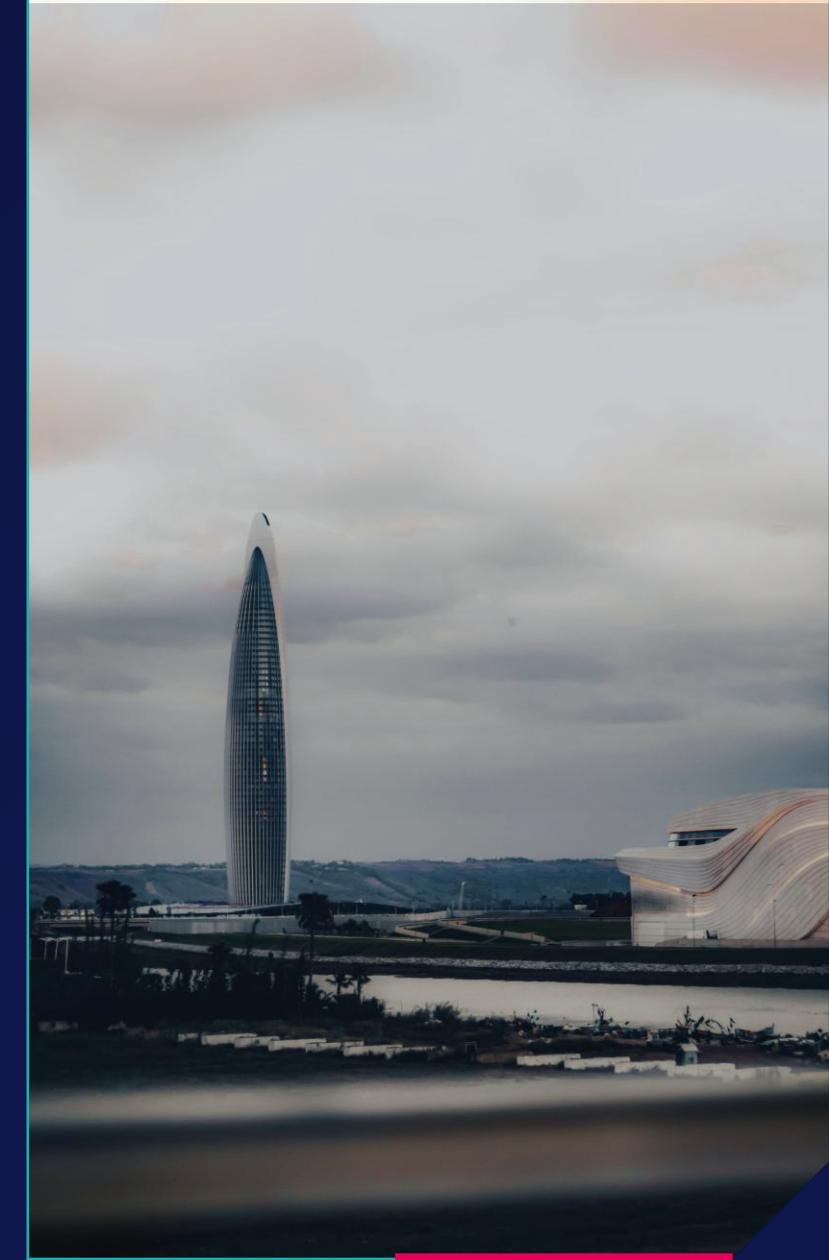
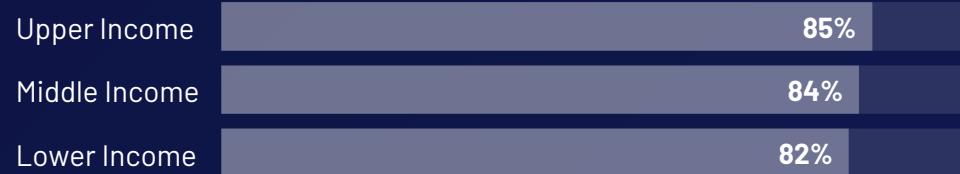
By Gender



By Age



By Income Level



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

% Likely

74%

Football will help
boost the economy

By Gender

Male

71%

Female

77%

By Age

18-24

62%

25-34

76%

35-44

71%

45+

80%

By Income Level

Upper Income

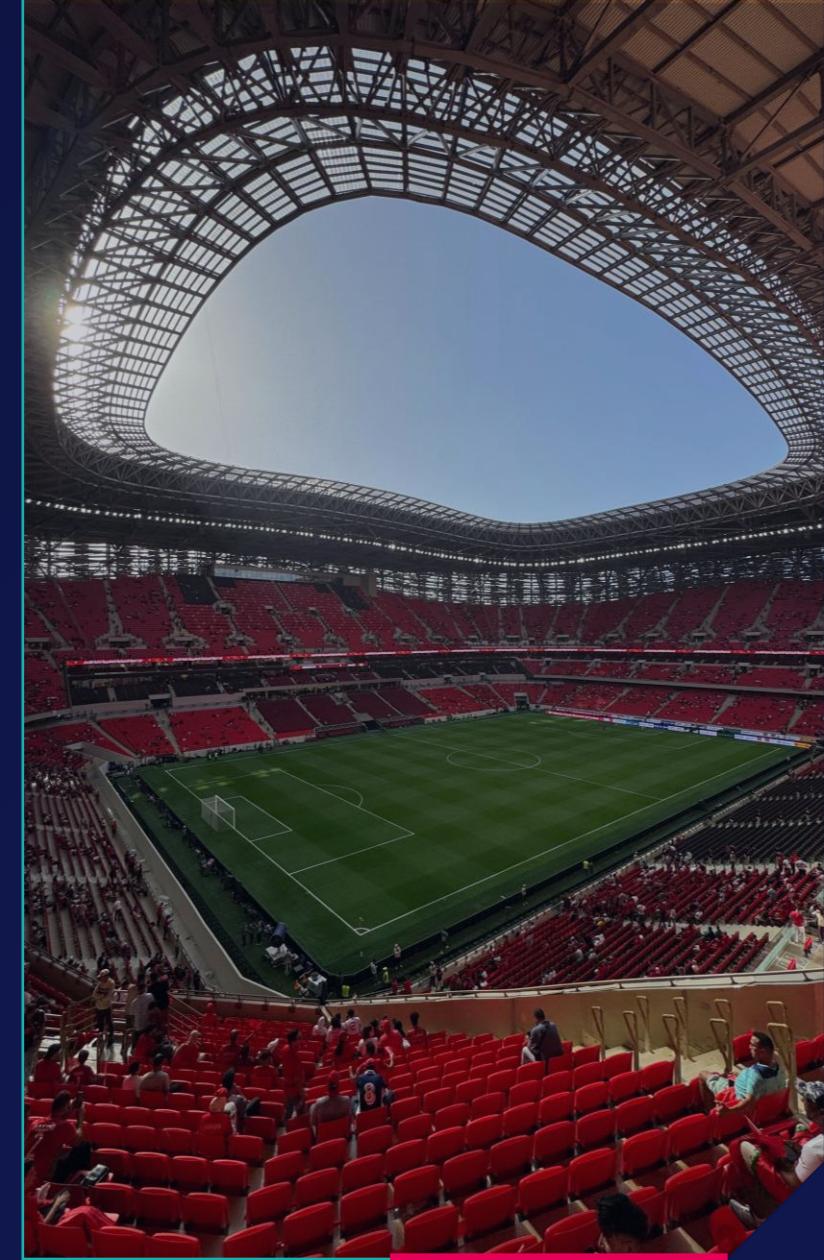
70%

Middle Income

72%

Lower Income

79%



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

% Likely

81%

Morocco will attract more international investments in 2026

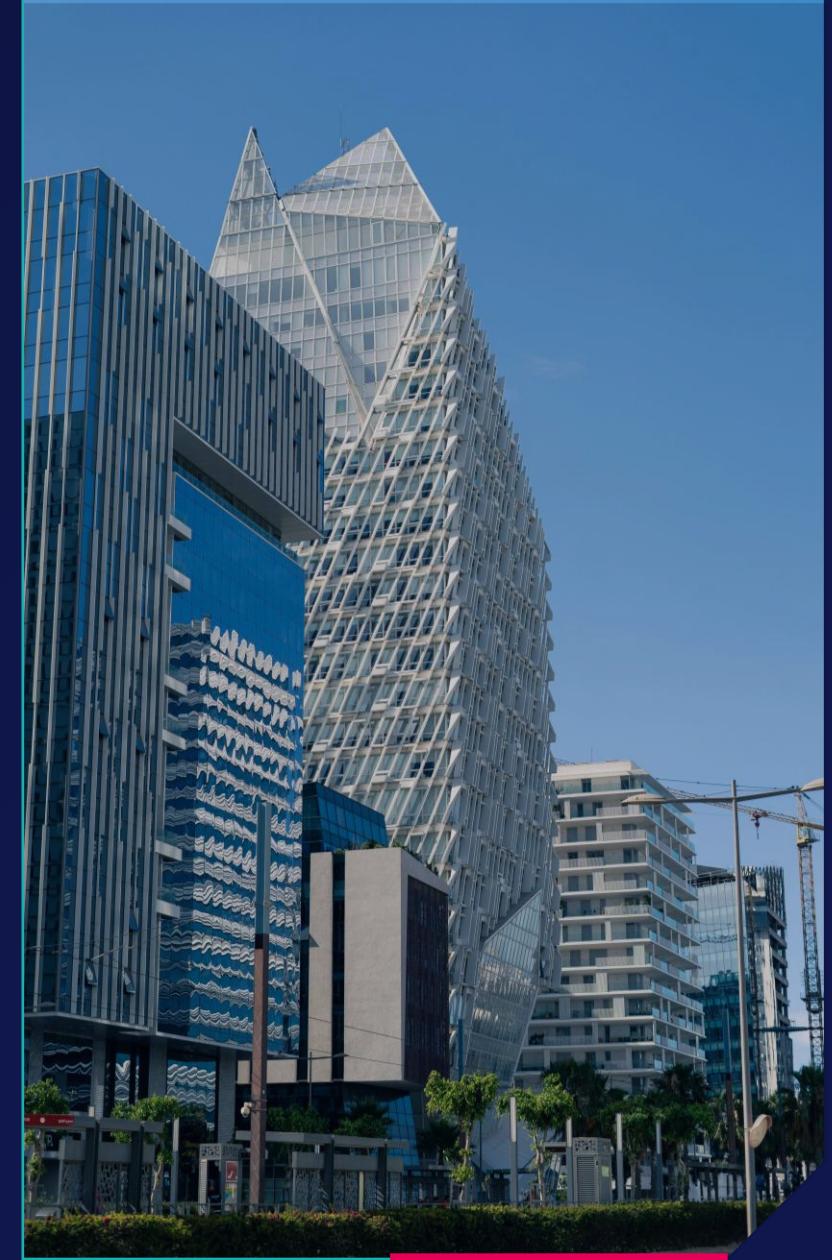
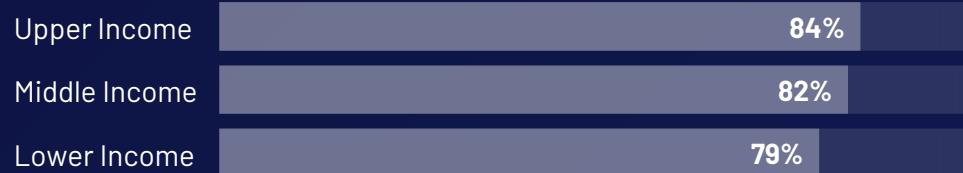
By Gender



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



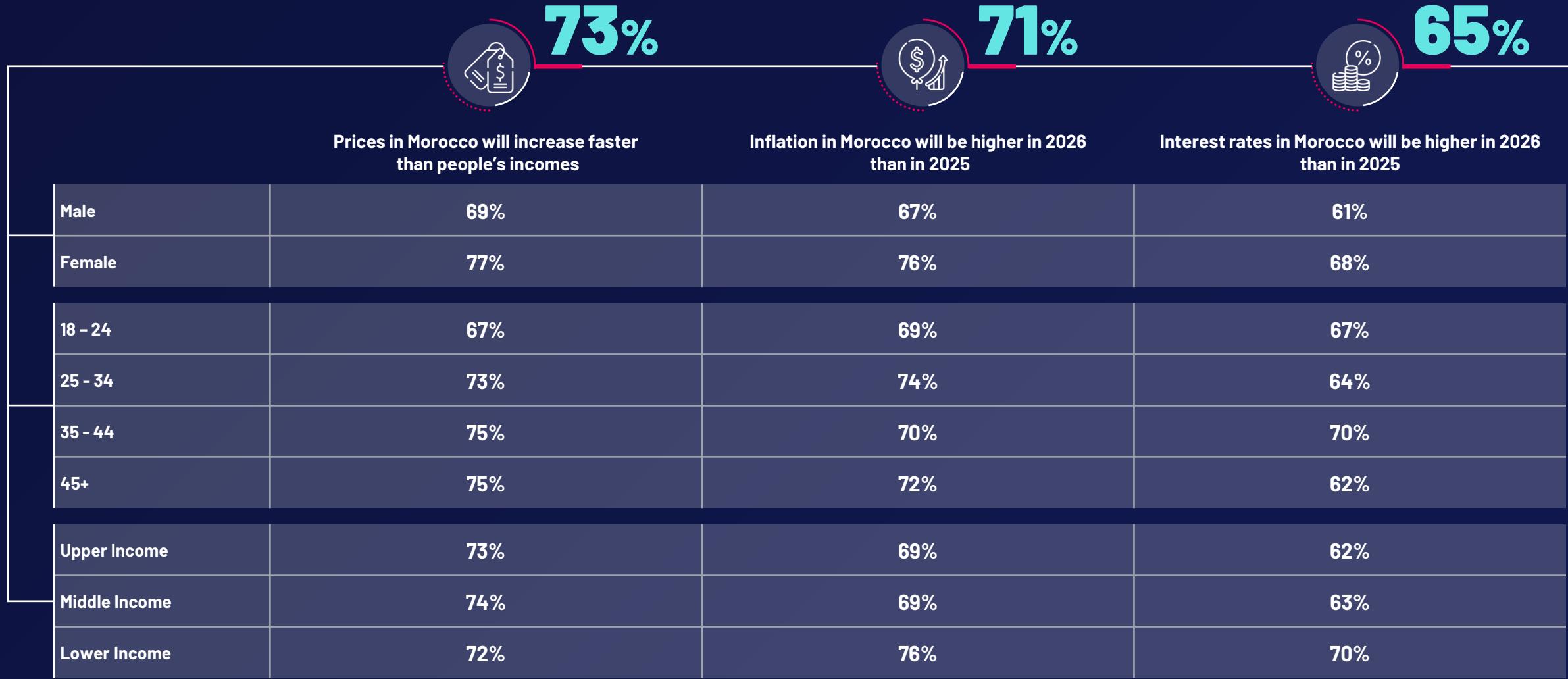
65%

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

Male

57%

Female

64%

By Age

18-24

64%

25-34

63%

35-44

58%

45+

59%

By Income Level

Upper Income

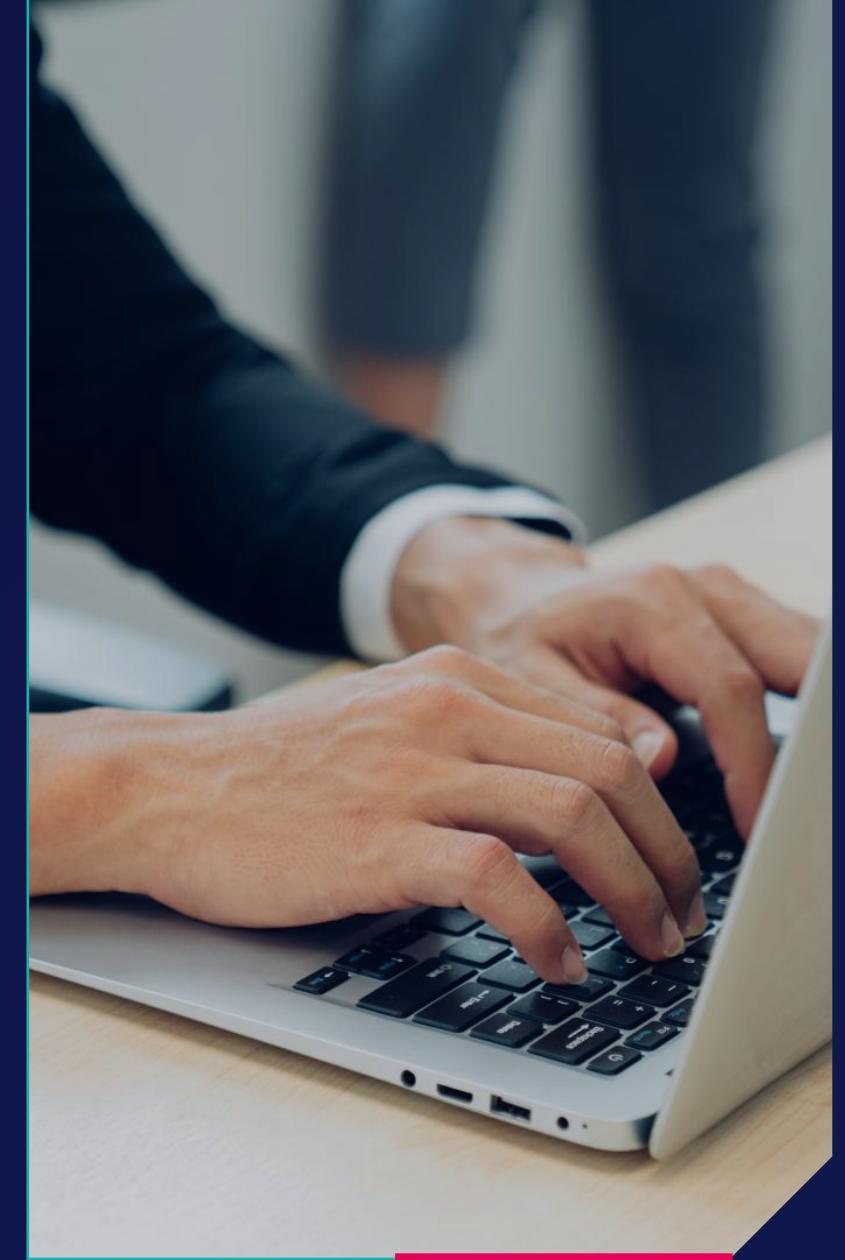
57%

Middle Income

60%

Lower Income

64%



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%

% Likely

The price of gold will reach unprecedented high levels in 2026



73%

% Likely

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



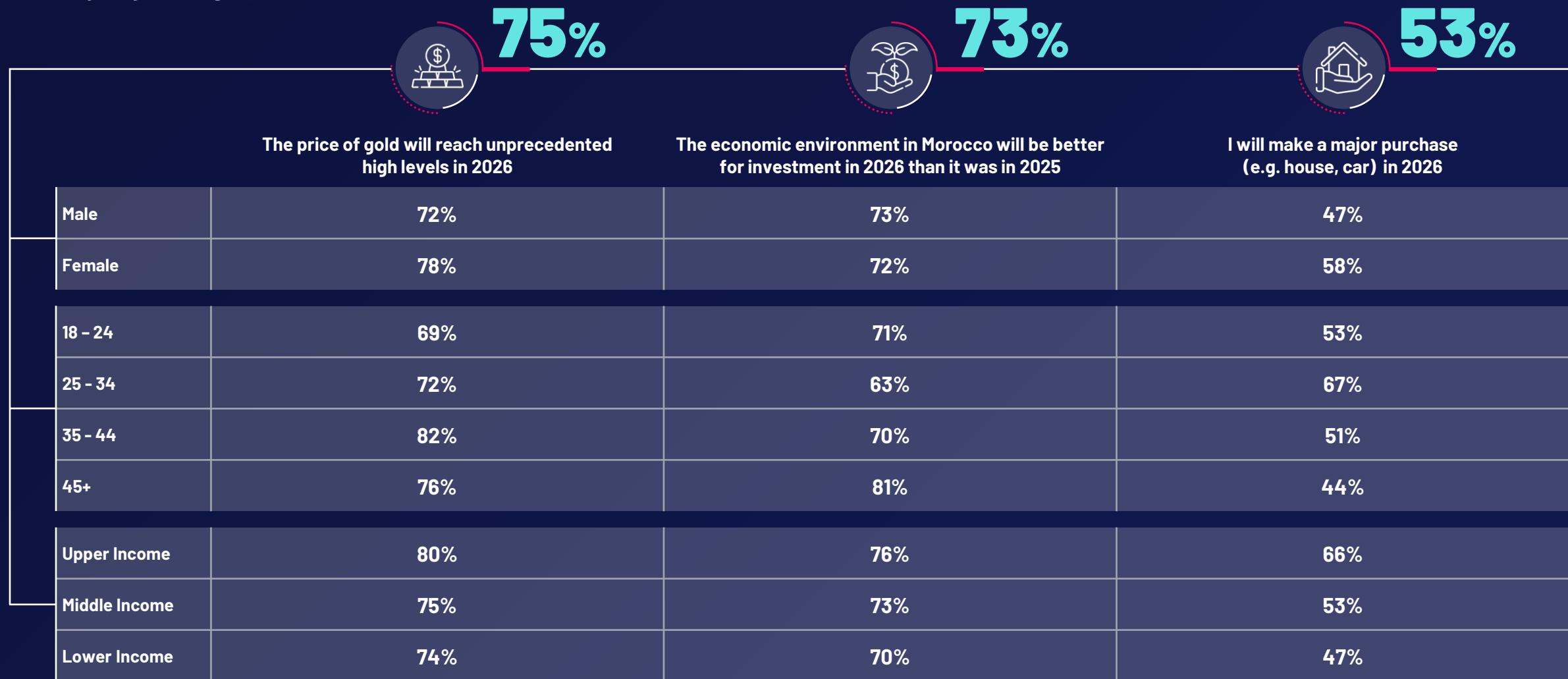
53%

% Likely

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

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

Male

80%

Female

81%

By Age

18-24

79%

25-34

78%

35-44

88%

45+

80%

By Income Level

Upper Income

76%

Middle Income

83%

Lower Income

79%



EXPECTATIONS FOR THE WORKPLACE IN 2026

05

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

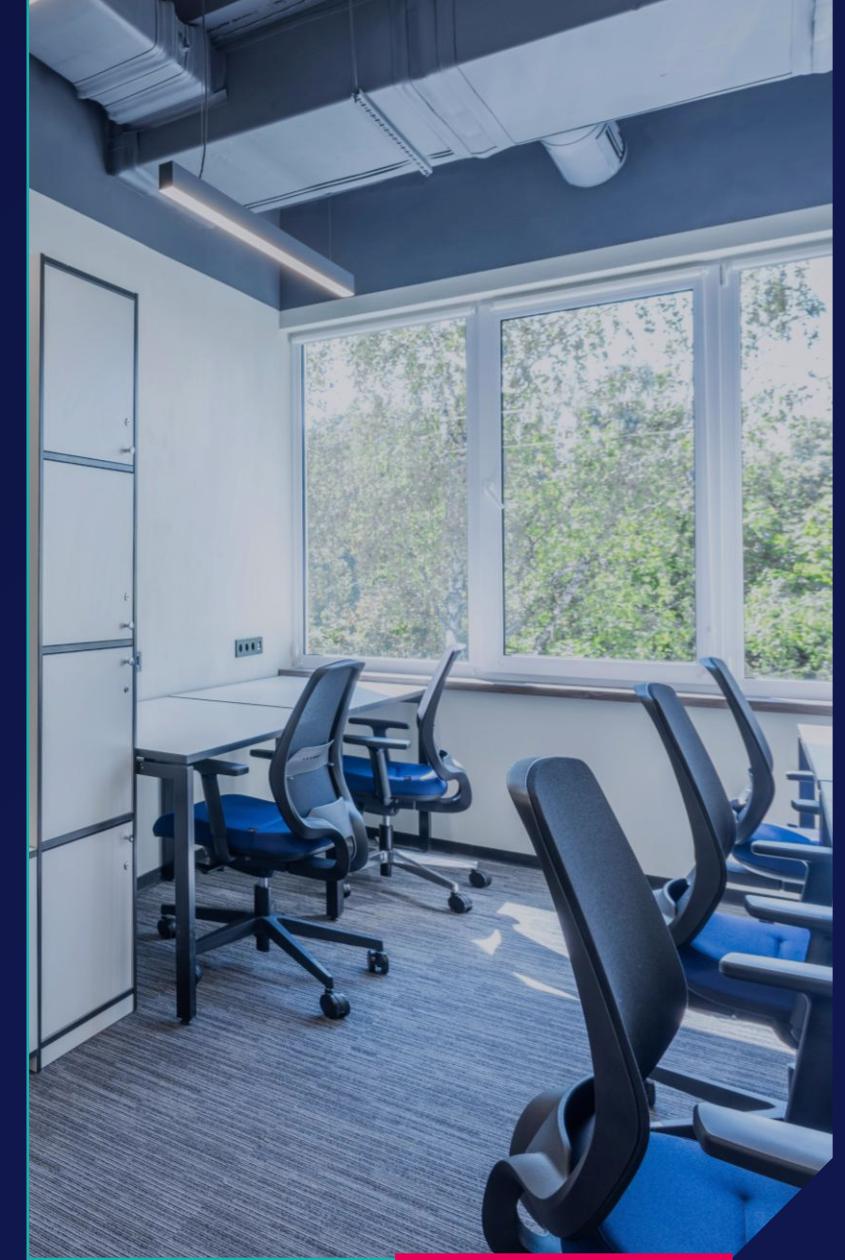
58%

Middle Income

64%

Lower Income

68%



EXPECTATIONS FOR TOURISM IN 2026

06

When it comes to tourism, there's a 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

Male

85%

Female

88%

By Age

18-24

80%

25-34

84%

35-44

90%

45+

91%

By Income Level

Upper Income

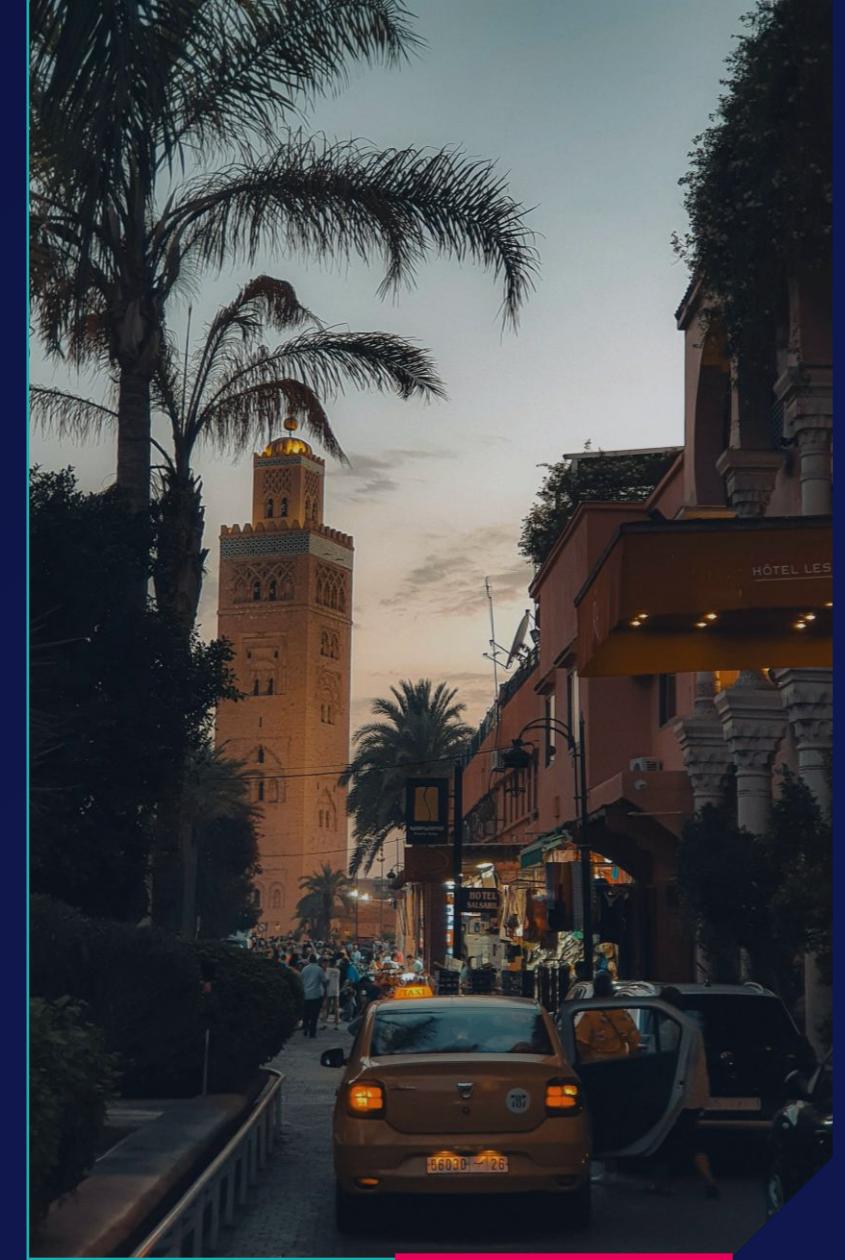
83%

Middle Income

88%

Lower Income

87%



EXPECTATIONS FOR THE ENVIRONMENT IN 2026

07



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



% Likely

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

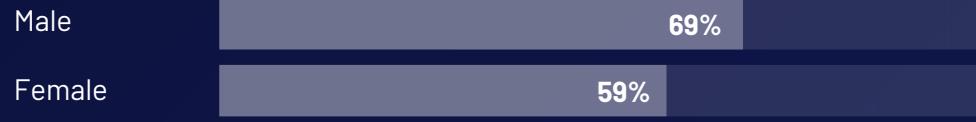
Amid these challenges, many expect the government to respond with tougher carbon-reduction targets

% Likely

64%

The Government in Morocco will introduce more demanding targets to reduce carbon emissions more quickly

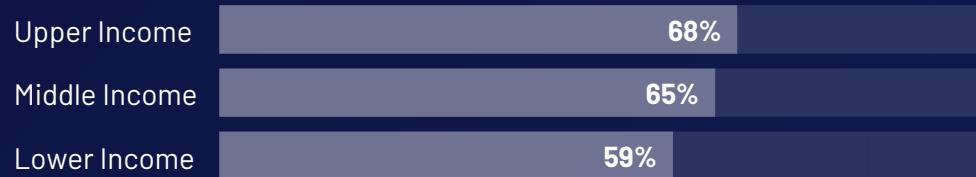
By Gender



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

Male

52%

Female

57%

By Age

18-24

58%

25-34

57%

35-44

56%

45+

51%

By Income Level

Upper Income

64%

Middle Income

54%

Lower Income

52%



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

% Likely

46%

There will be a breakthrough technology developed which will halt climate change

By Gender

Male

42%

Female

49%

By Age

18-24

53%

25-34

47%

35-44

44%

45+

42%

By Income Level

Upper Income

47%

Middle Income

43%

Lower Income

49%



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



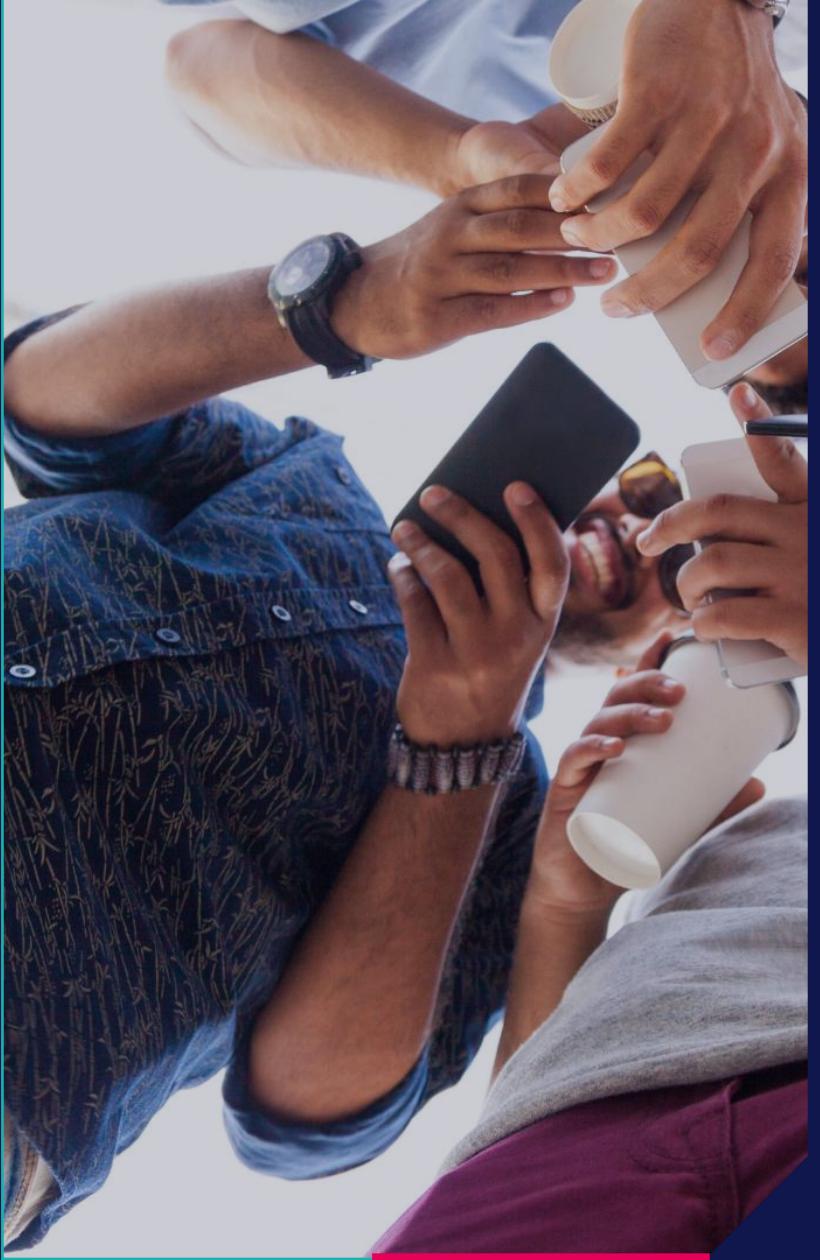
85%

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



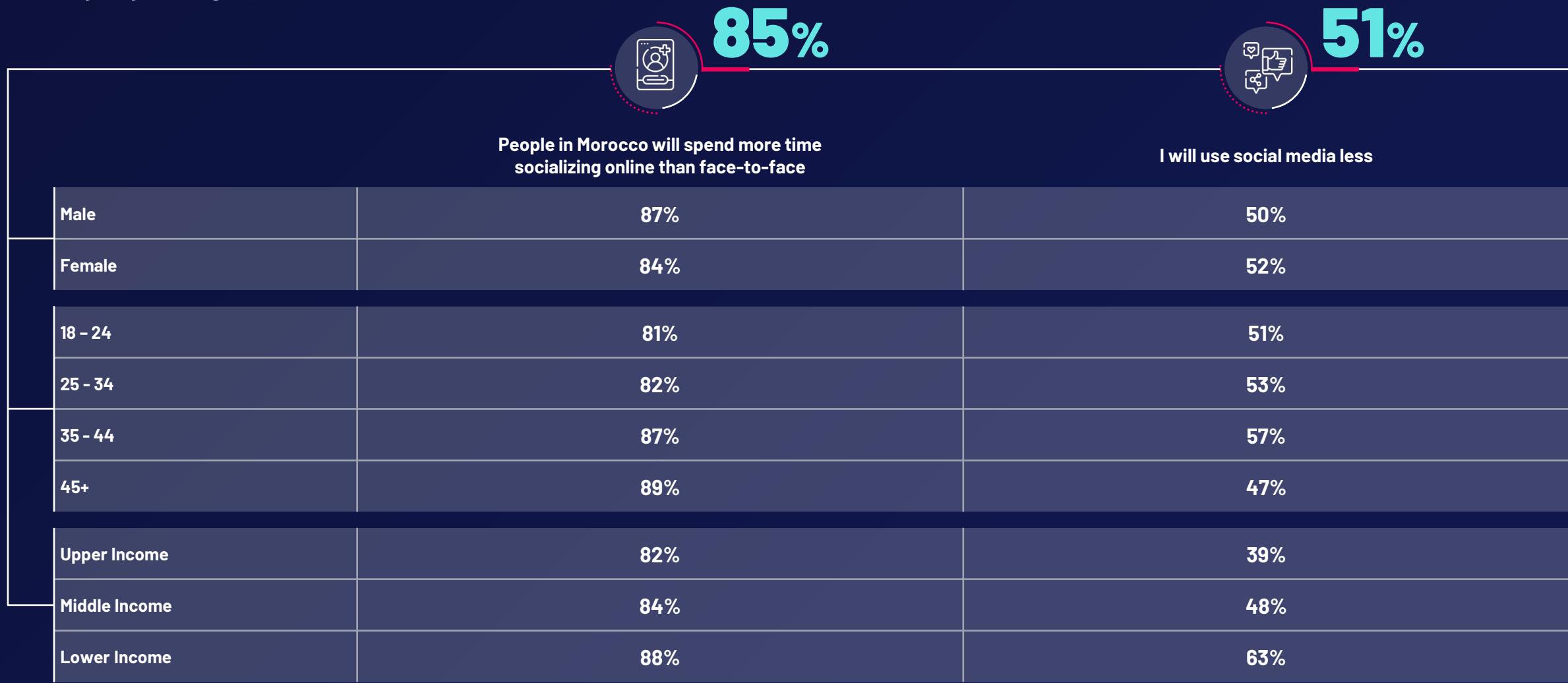
51%

I will use social media less



Expectations for technology

% Likely - by demographics



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

Male

74%

Female

64%

By Age

18-24

65%

25-34

66%

35-44

68%

45+

75%

By Income Level

Upper Income

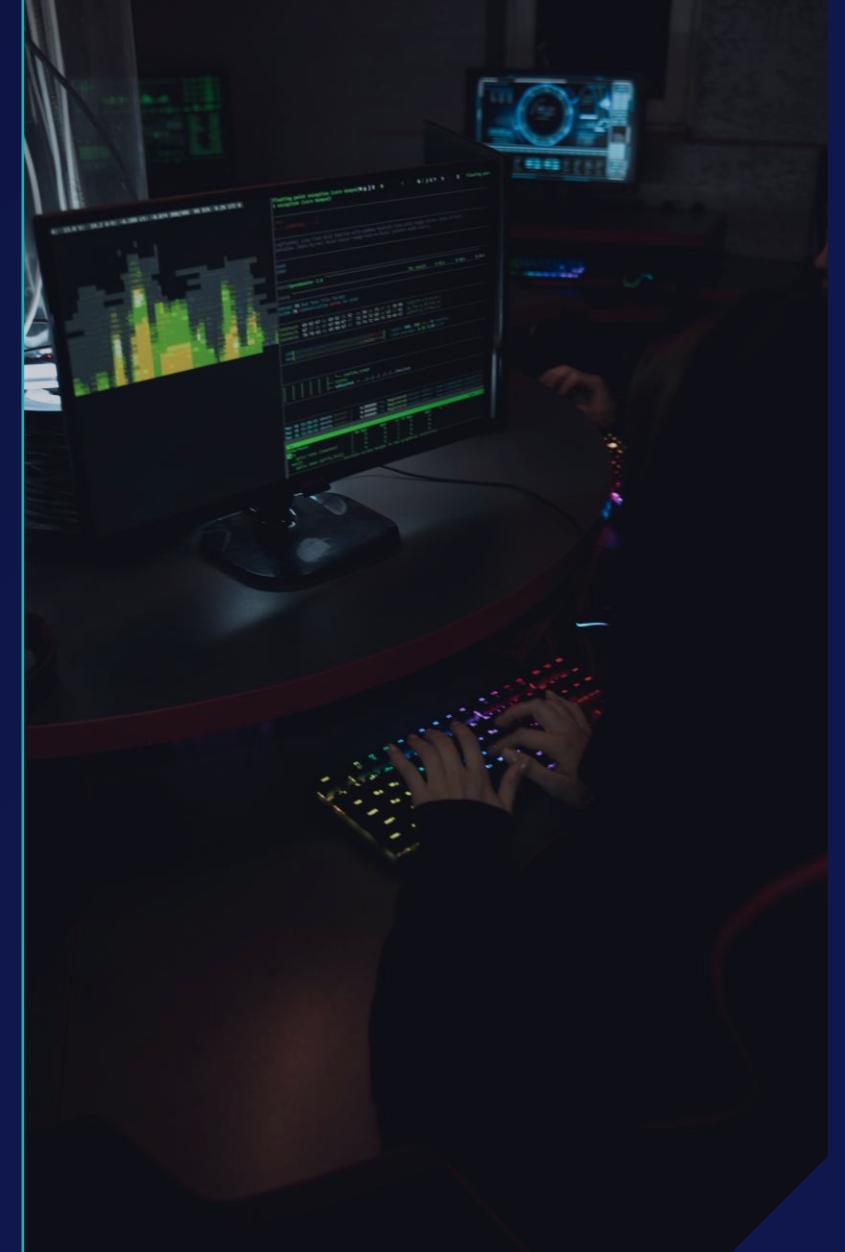
74%

Middle Income

70%

Lower Income

66%



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

72%

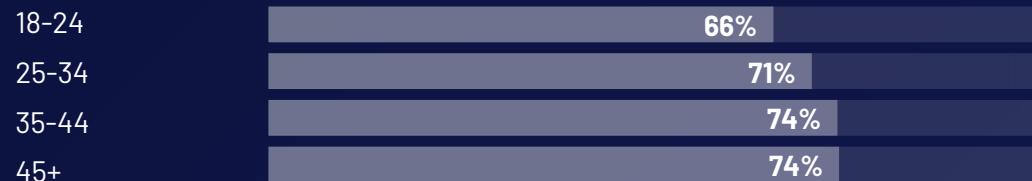
% Likely

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

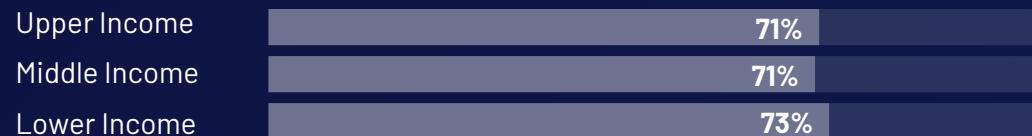
By Gender



By Age



By Income Level

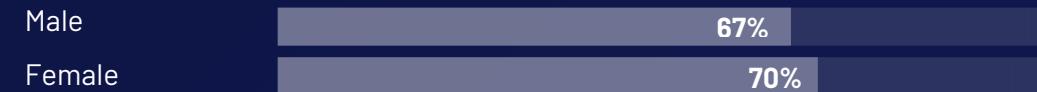


68%

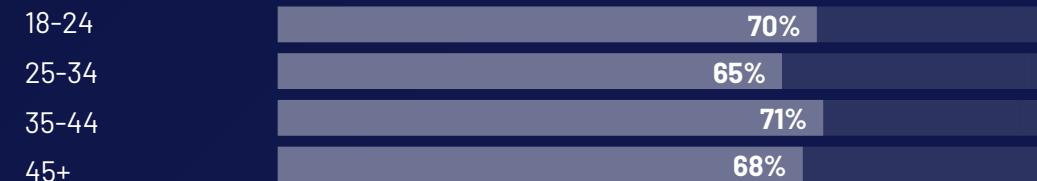
% Likely

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

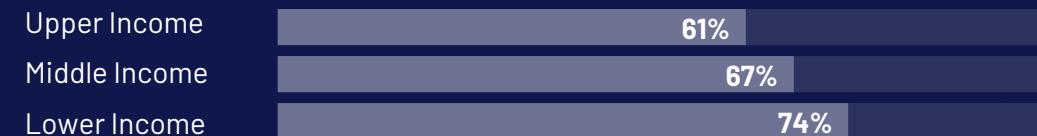
By Gender



By Age



By Income Level



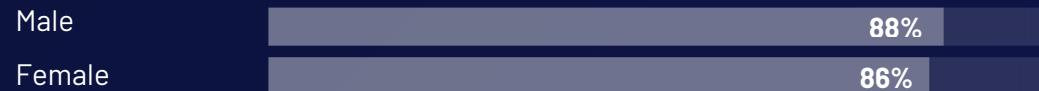
Beyond jobs, concerns intensify as the majority foresee greater difficulty distinguishing real from AI-generated content, alongside increased exposure to data breaches

87%
% Likely

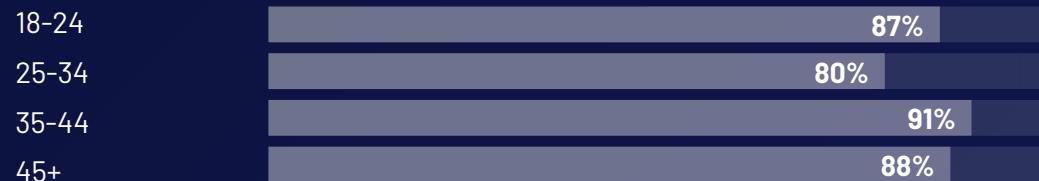
By 2026, most people will have trouble telling real content from AI-generated content



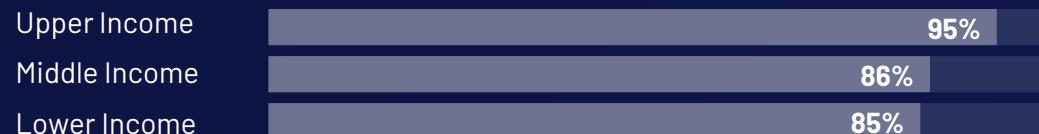
By Gender



By Age



By Income Level

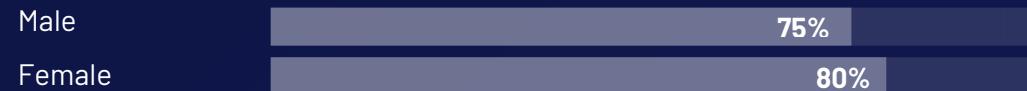


78%
% Likely

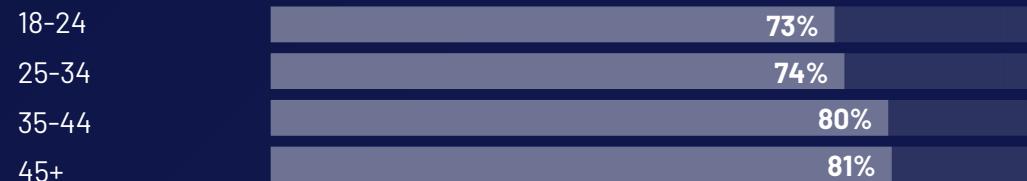
AI will increase the risk of personal data being exposed or leaked in 2026



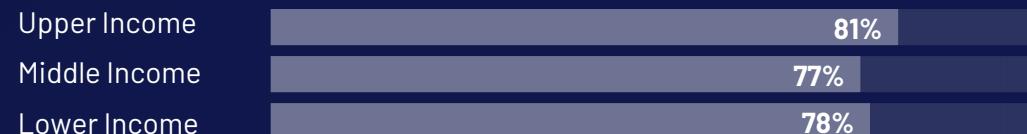
By Gender



By Age



By Income Level



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

Male

64%

Female

62%

By Age

18-24

61%

25-34

70%

35-44

61%

45+

61%

By Income Level

Upper Income

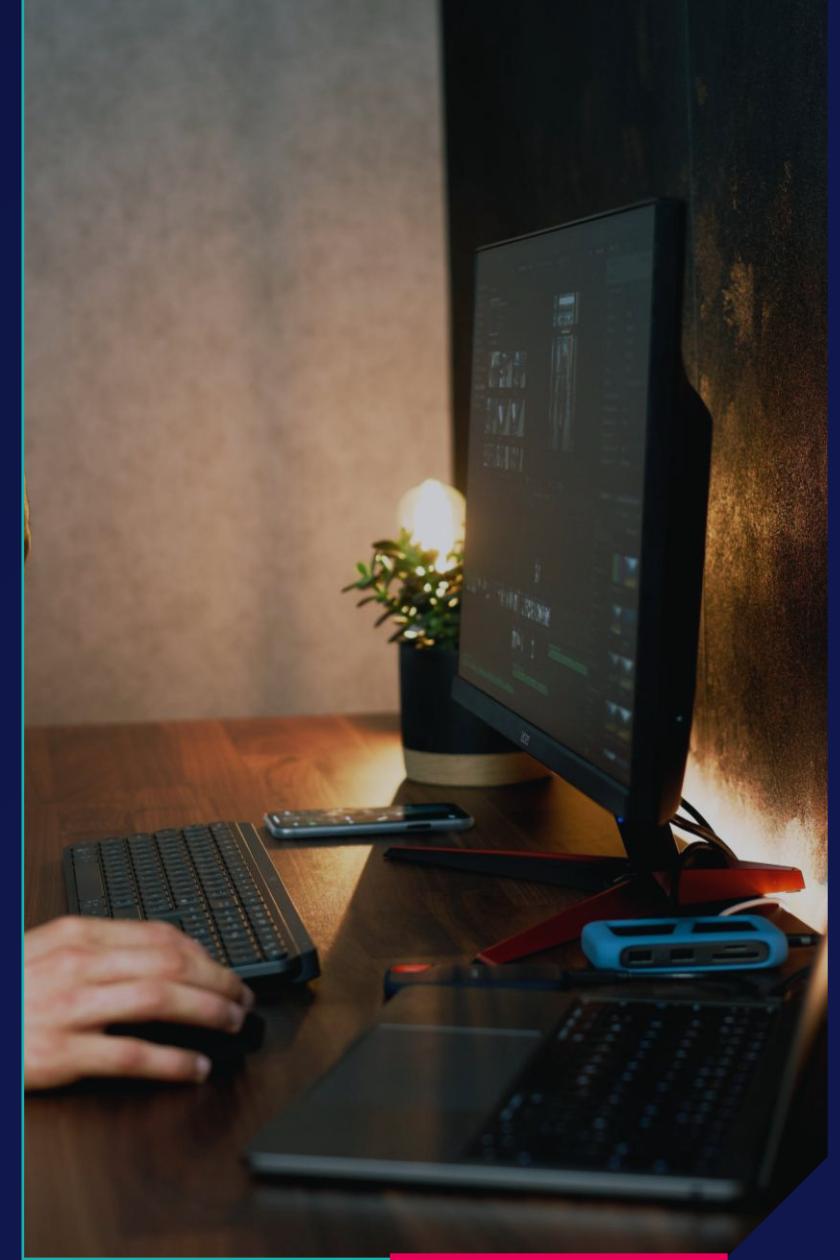
63%

Middle Income

61%

Lower Income

66%



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%

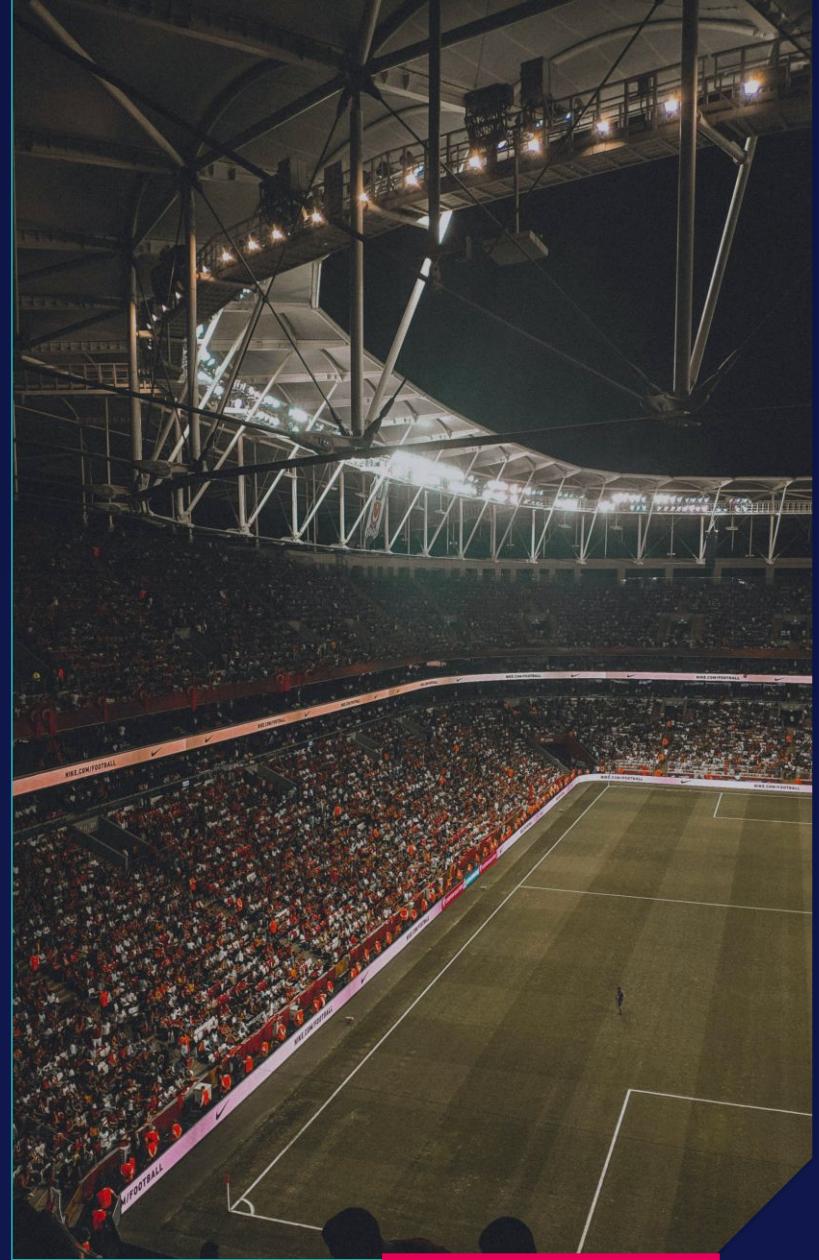
Morocco's team will perform strongly and qualify for the later stages of the World Cup



% Likely

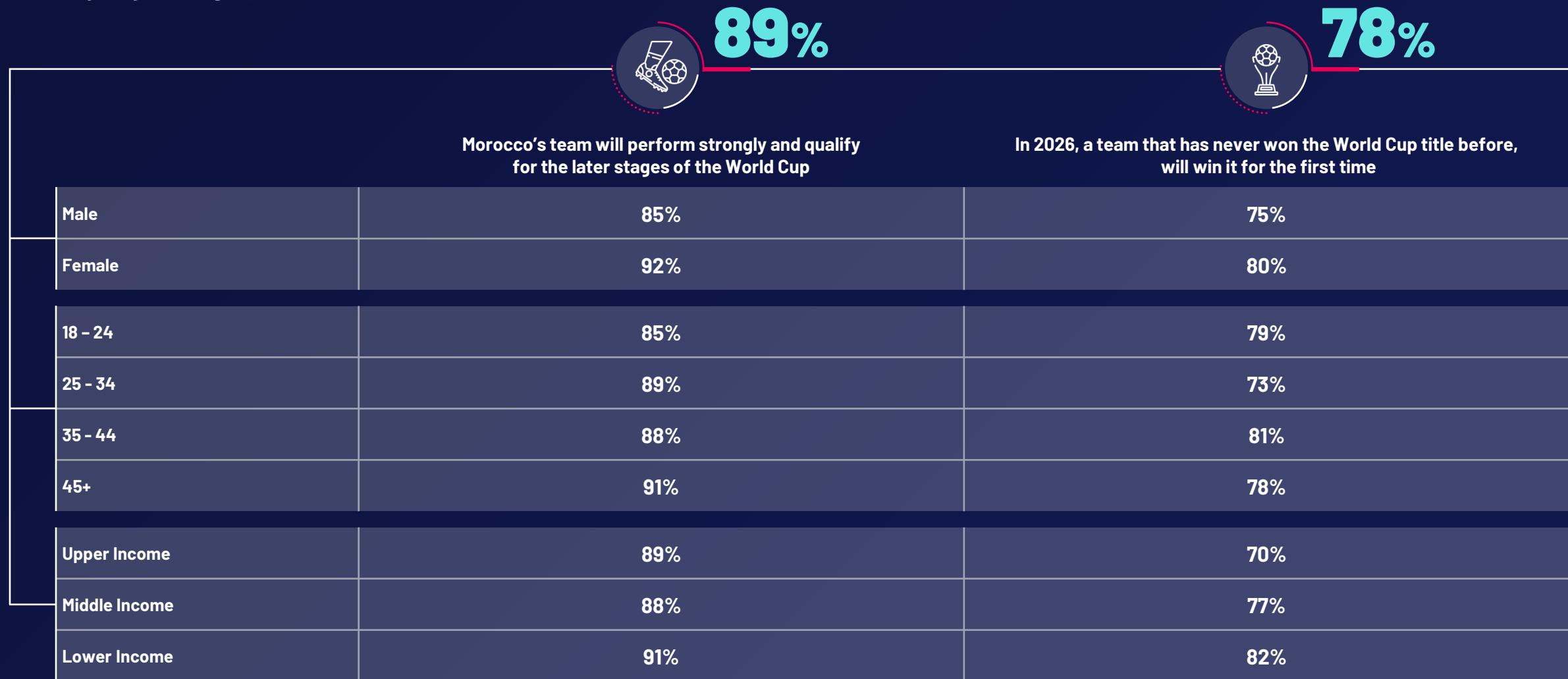
78%

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



PAST & FUTURE RESOLUTIONS

10

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

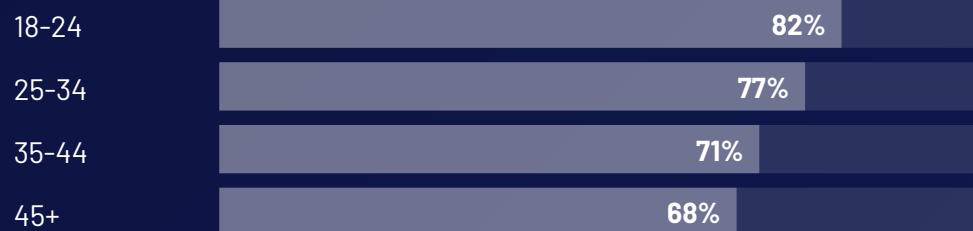
73%

Had set resolutions for things they wanted to accomplish in 2025

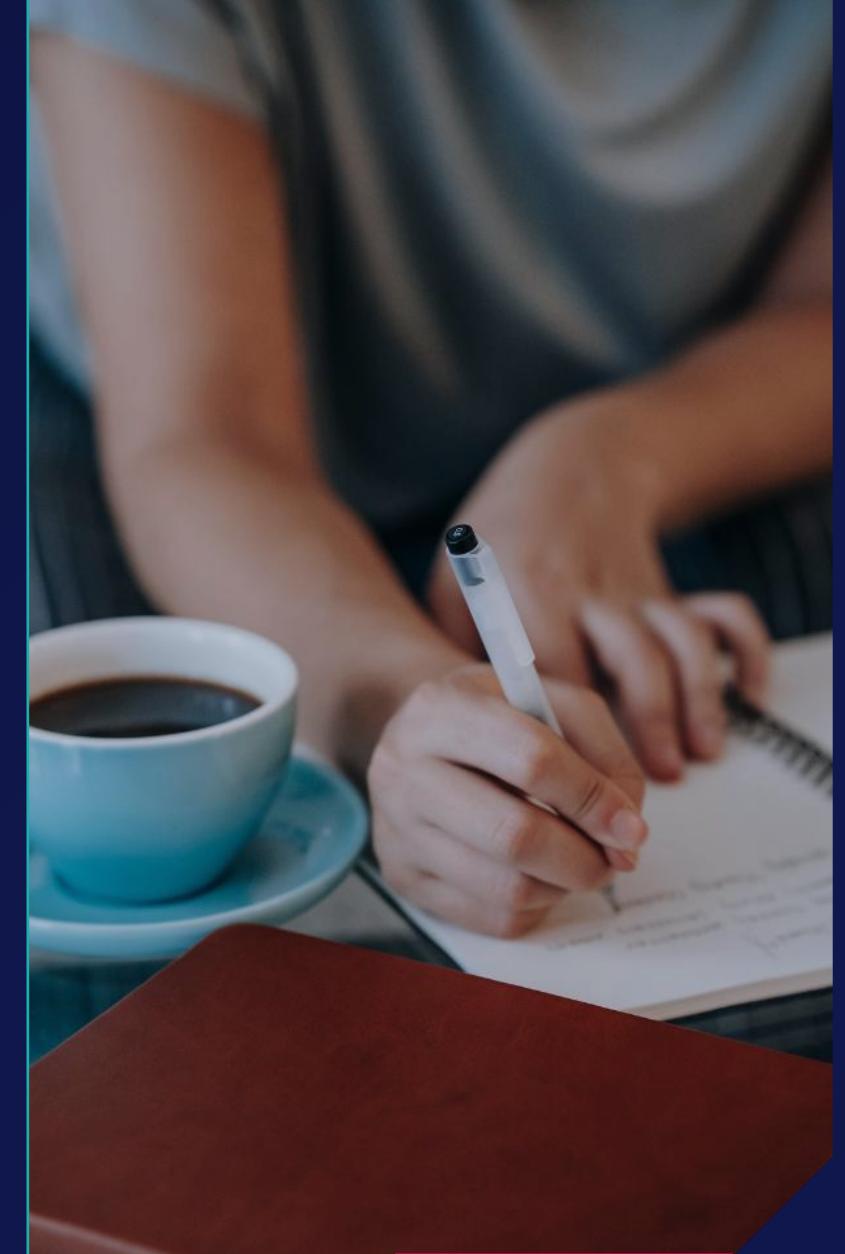
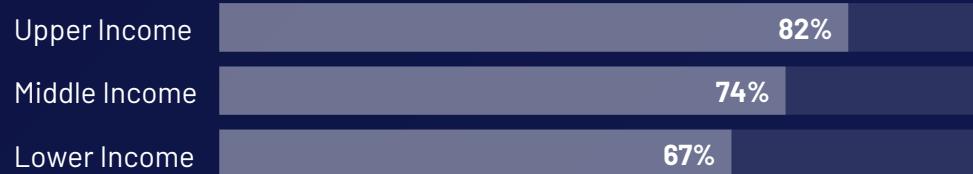
By Gender



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%



Completely successful:
full achievement of
goals



54%



Somewhat successful:
significant progress
made, but goals weren't
fully achieved



29%



Somewhat
unsuccessful: minimal
progress made



5%



Not at all successful:
complete failure to
achieve goals



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

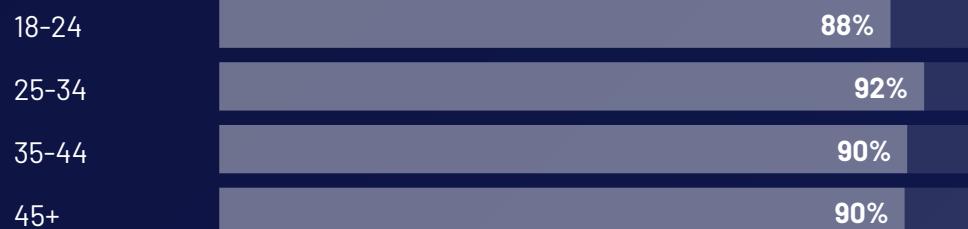
90%

Will set personal resolutions to accomplish specific goals in 2026

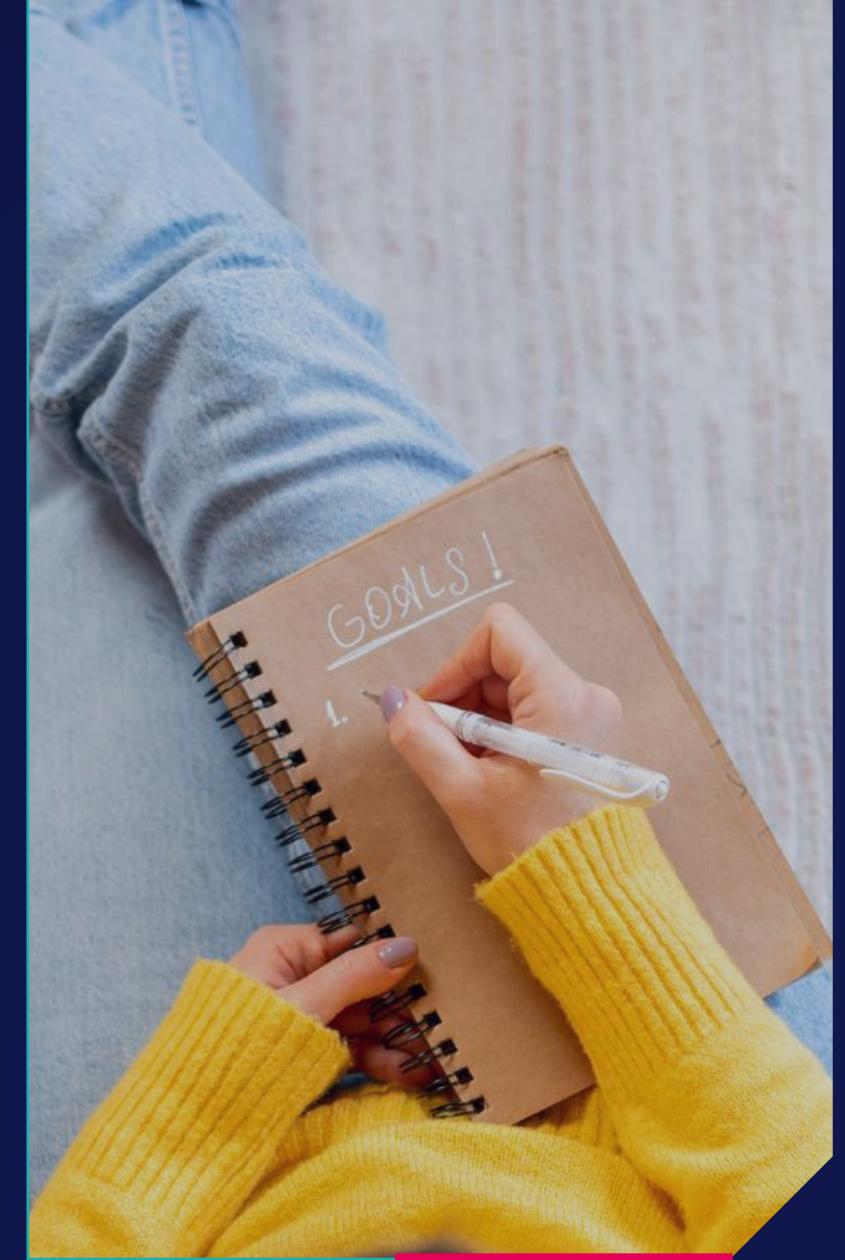
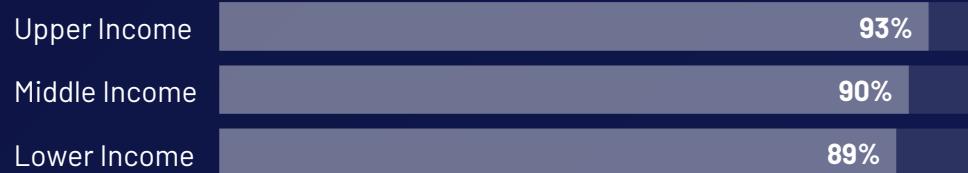
By Gender



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



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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Meryem Koutbi

Senior Client Officer
Ipsos in Morocco
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