

PREDICTIONS 2025

Morocco Edition

December 2024

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2024 IN RETROSPECT

01

Reflecting on 2024, many people in Morocco viewed the year as challenging, impacting themselves, their families and the country as a whole

59%

2024 was a challenging year for Morocco

% Agree



By Gender



By Age



By Income Level



50%

2024 was a challenging year for me and my family

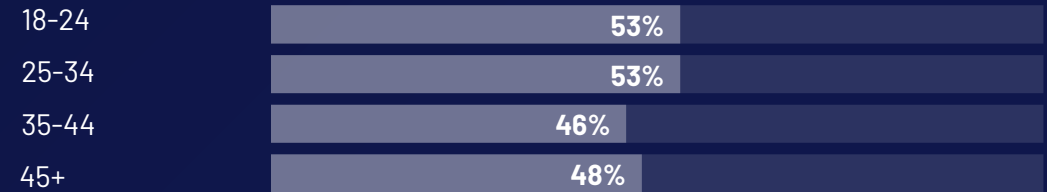
% Agree



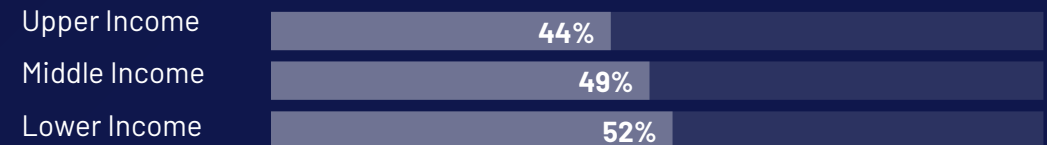
By Gender



By Age



By Income Level



OVERALL EXPECTATIONS FOR 2025

02

Despite the challenges, hope persists, with the majority expecting a more positive personal year in 2025, and looking forward to an overall brighter outlook for the population

86%

I am optimistic that 2025 will be a better year for me than it was in 2024

% Agree



By Gender

Male	86%
Female	87%

By Age

18-24	88%
25-34	88%
35-44	84%
45+	86%

By Income Level

Upper Income	82%
Middle Income	88%
Lower Income	87%

66%

In 2025 people in Morocco will start to feel more optimistic about the long-term future

% Agree



By Gender

Male	66%
Female	65%

By Age

18-24	68%
25-34	69%
35-44	67%
45+	61%

By Income Level

Upper Income	57%
Middle Income	66%
Lower Income	68%

EXPECTATIONS FOR WORLD AFFAIRS IN 2025

03

In global affairs, there is a hopeful sentiment, with many expecting the resolution of ongoing conflicts



% Likely

50%

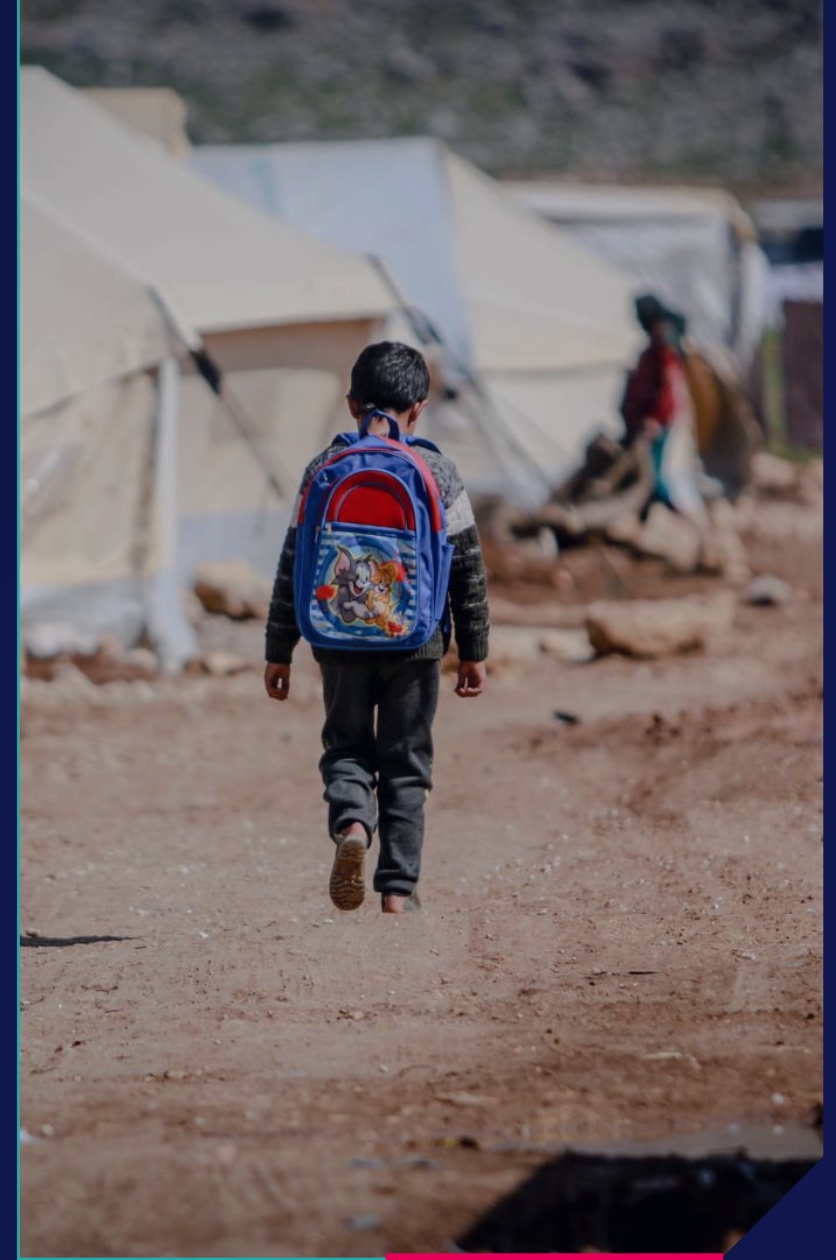
The war in Ukraine will end in 2025



% Likely

43%

The current wars in the Middle East will end in 2025



While there is hope for peace, worries persist, as people expect potential escalations in global tensions



% Likely

46%

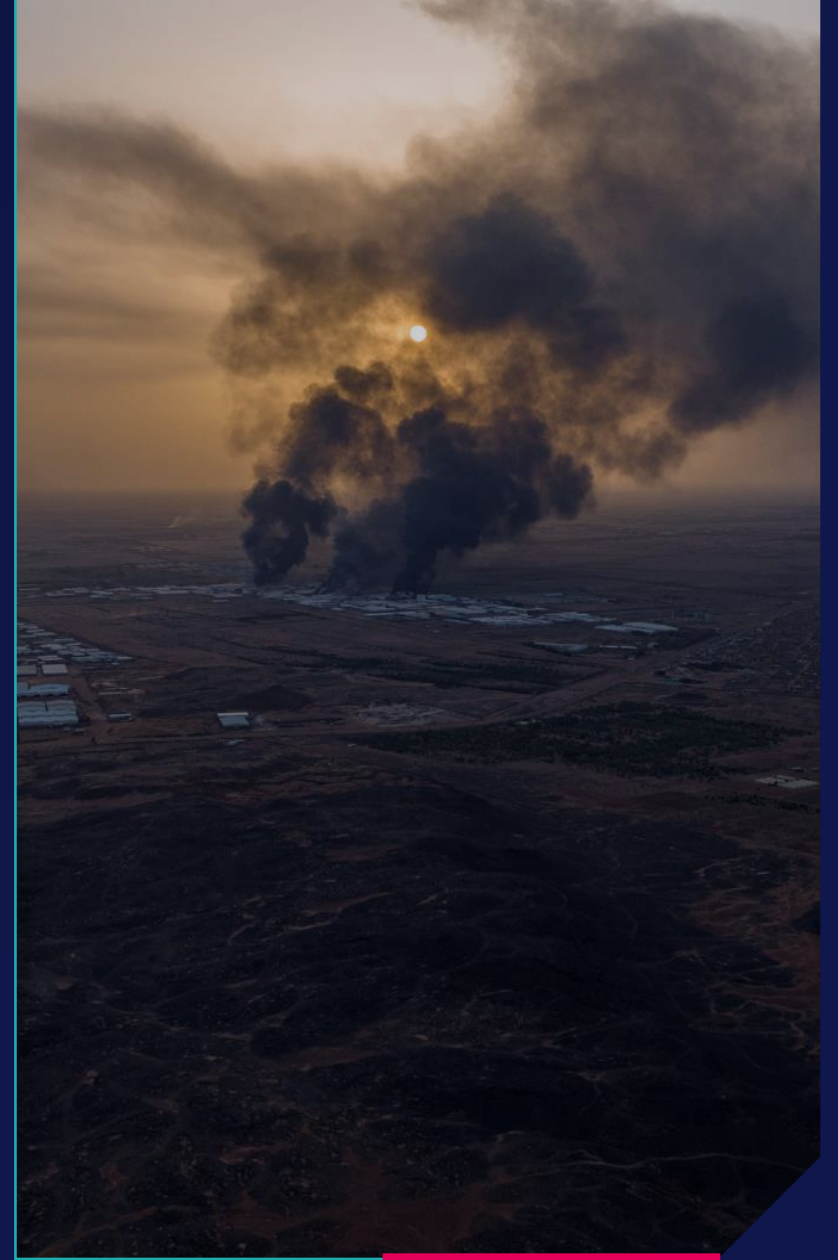
A large-scale armed conflict will erupt between Iran and Israel in 2025



% Likely

44%

Nuclear weapons will be used in a conflict somewhere in the world



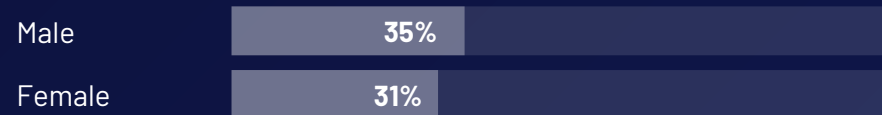
Building on these concerns, a third anticipate that regional conflicts could disrupt Morocco's food supplies

% Likely

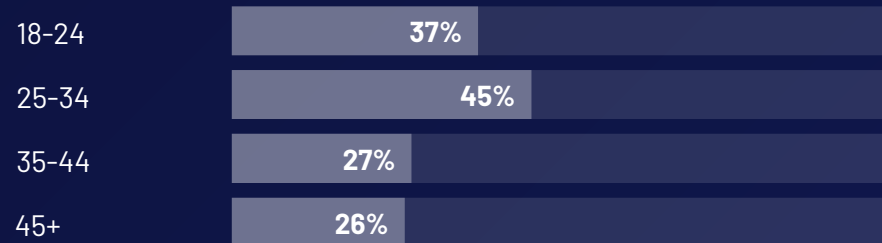
33%

Regional conflicts will disrupt food supplies to Morocco

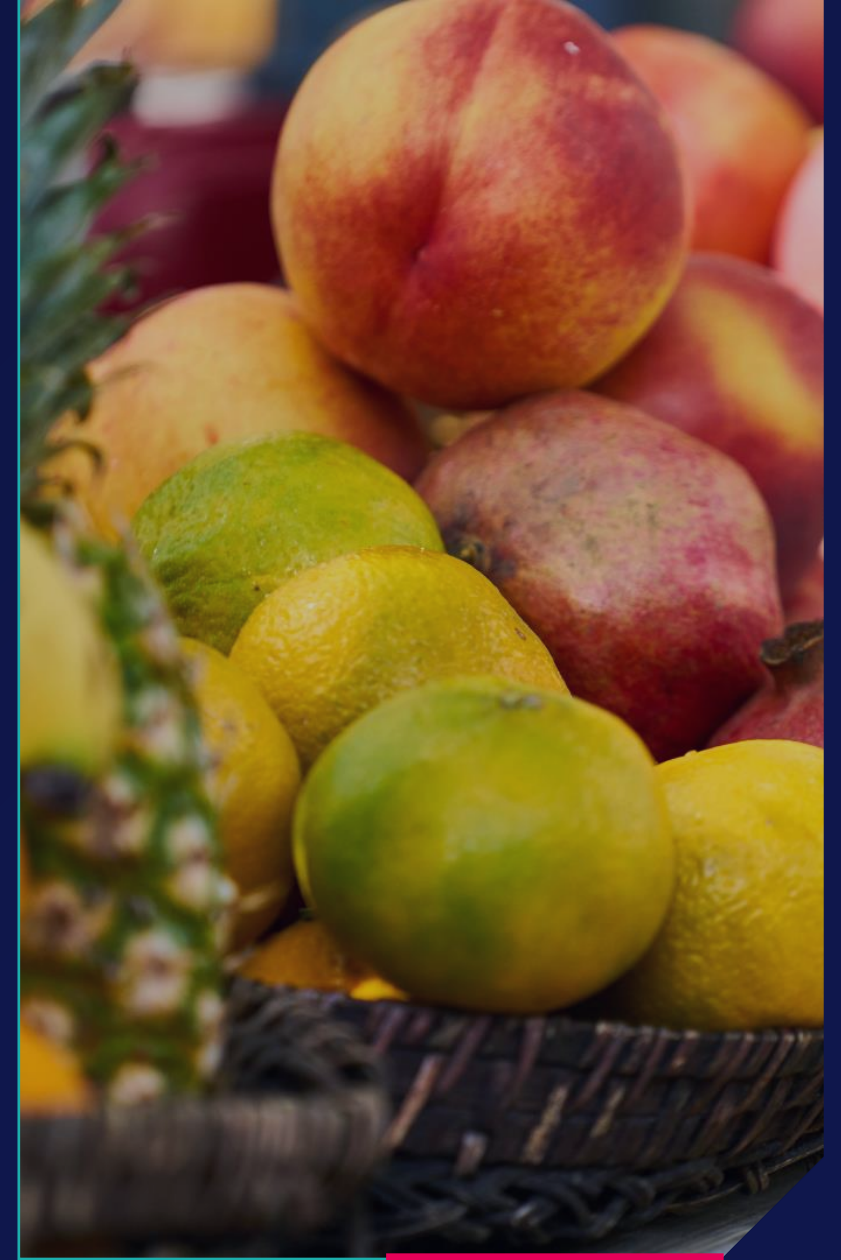
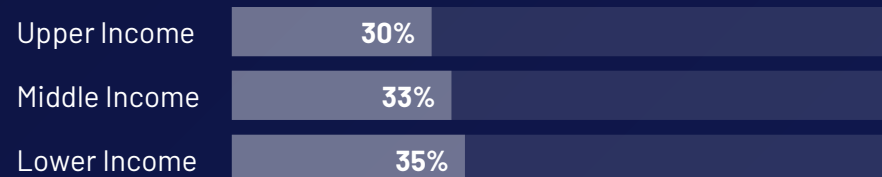
By Gender



By Age



By Income Level



EXPECTATIONS FOR SOCIETY IN 2025

04

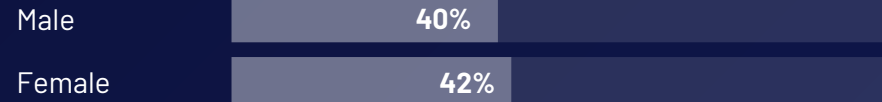
In societal outlooks, 2 in 5 predict an improvement in social conditions and quality of life for people in Morocco

% Likely

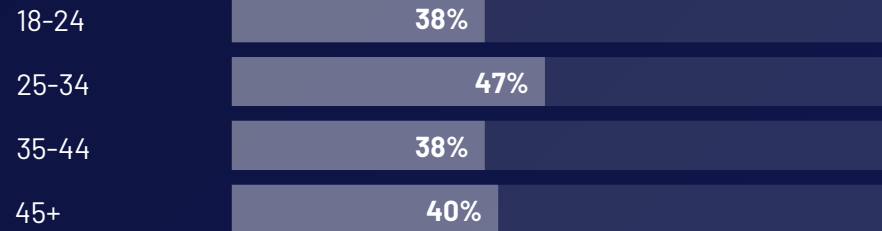
41%

The social conditions and quality of life for people in Morocco will improve in 2025 compared to 2024

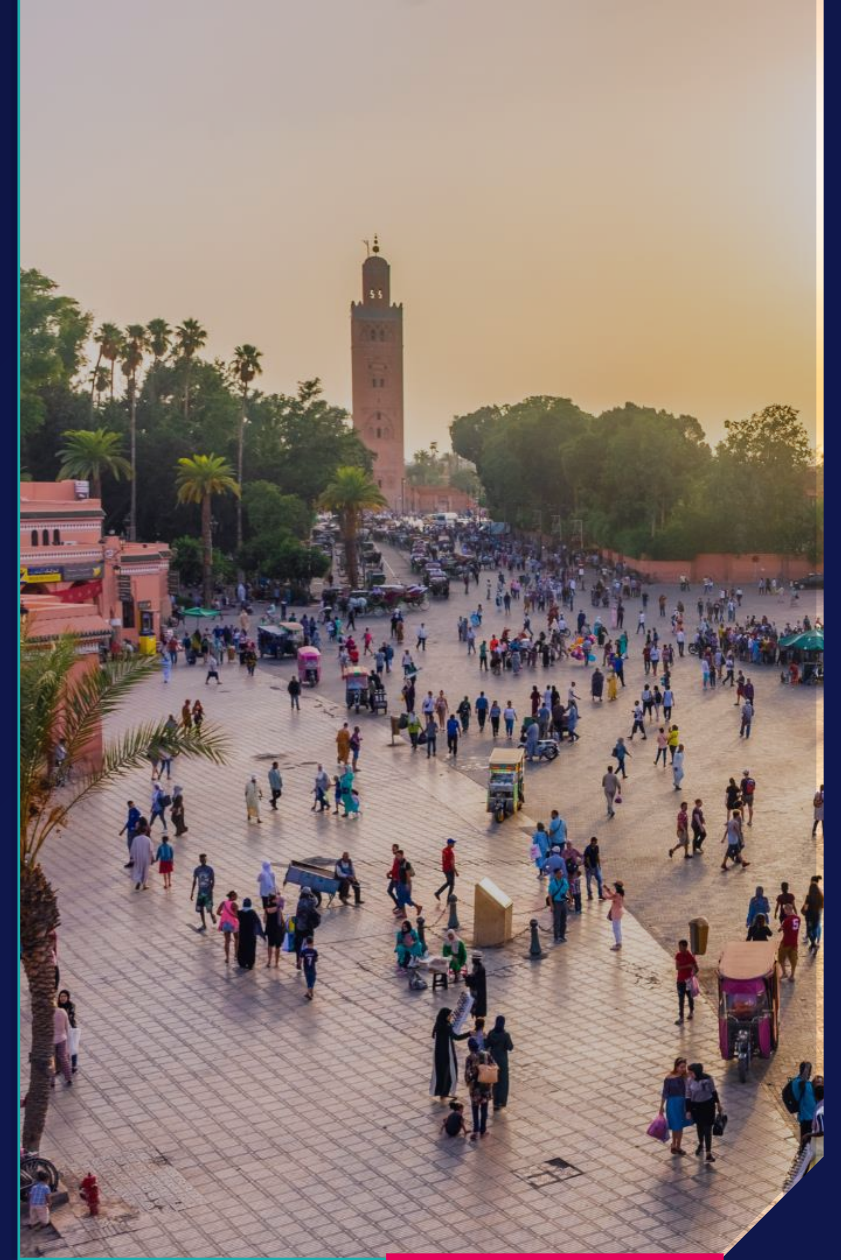
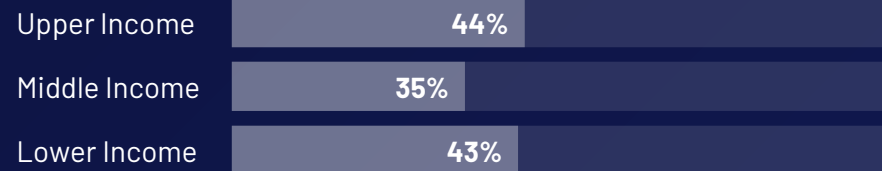
By Gender



By Age



By Income Level



However, the majority expect the level of illegal immigration to Morocco to increase in 2025, while a smaller portion anticipates a decline in the total population size

72%

The level of illegal immigration to Morocco will increase in 2025

% Agree



By Gender



By Age



By Income Level



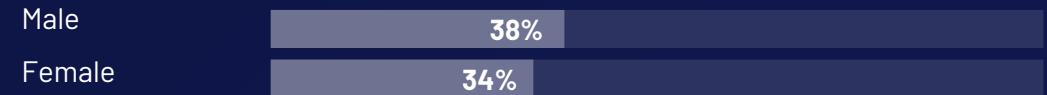
36%

The total population size of Morocco will fall

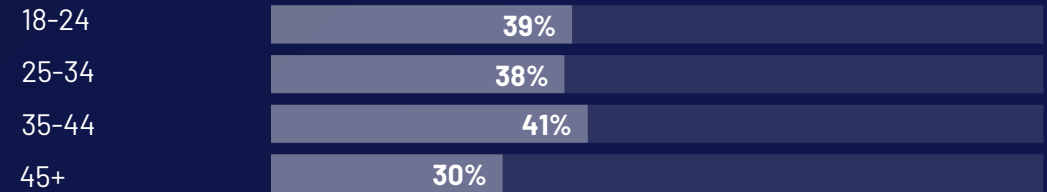
% Agree



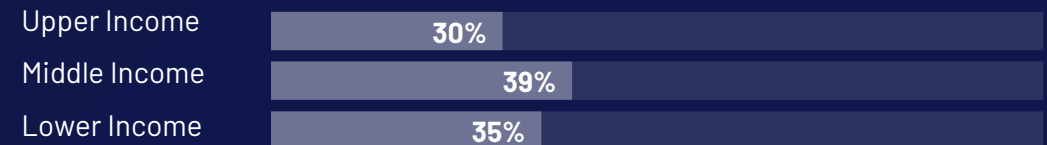
By Gender



By Age



By Income Level



When it comes to family dynamics, Moroccans predict a rise in divorce rates

% Likely

77%

Divorce rates will increase in Morocco

By Gender



By Age



By Income Level



Looking at societal progress, optimism is high, with aspirations for advancements in gender equality



% Likely

80%

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



% Likely

62%

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



Expectations for gender equality and leadership

% Likely - by demographics



80%

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



62%

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

Male	79%	63%
Female	82%	61%
18 - 24	82%	60%
25 - 34	77%	67%
35 - 44	85%	66%
45+	78%	58%
Upper Income	85%	67%
Middle Income	75%	58%
Lower Income	82%	64%

EXPECTATIONS FOR HEALTH IN 2025

05

People are optimistic about their health, foreseeing improvements in both physical and mental well-being



% Agree

84%

My mental health will be better in 2025 than it was in 2024



% Agree

83%

My physical health will be better in 2025 than it was in 2024



On broader health issues, opinions vary; many hope for significant medical discoveries, while others anticipate new global health challenges



% Likely

59%

We will find a cure for cancer



% Likely

49%

There will be a new global pandemic caused by a new virus



EXPECTATIONS FOR THE ECONOMY IN 2025

06

People's economic outlook is positive, with the majority expecting improvements in both Morocco's and the global economic conditions

74%

The economy in Morocco will be stronger in 2025 than it was in 2024

% Agree



By Gender

Male	73%
Female	76%

By Age

18-24	72%
25-34	77%
35-44	67%
45+	78%

By Income Level

Upper Income	61%
Middle Income	76%
Lower Income	77%

71%

The global economy will be stronger in 2025 than it was in 2024

% Agree



By Gender

Male	72%
Female	69%

By Age

18-24	80%
25-34	73%
35-44	61%
45+	69%

By Income Level

Upper Income	66%
Middle Income	72%
Lower Income	74%

While optimism about economic growth persists, Moroccans anticipate financial challenges, including higher prices, taxes, as well as interest rates

% Likely

80%

Prices in Morocco will increase faster than people's incomes



80%

Inflation in Morocco will be higher in 2025 than in 2024



72%

Taxes in Morocco will be higher in 2025 than in 2024



70%

Interest rates in Morocco will be higher in 2025 than in 2024



Economic expectations

% Likely - by demographics



	Prices in Morocco will increase faster than people's incomes	Inflation in Morocco will be higher in 2025 than in 2024	Taxes in Morocco will be higher in 2025 than in 2024	Interest rates in Morocco will be higher in 2025 than in 2024
Male	80%	80%	72%	73%
Female	80%	80%	71%	67%
18 - 24	83%	77%	74%	75%
25 - 34	80%	82%	72%	72%
35 - 44	82%	81%	75%	71%
45+	77%	80%	69%	66%
Upper Income	79%	83%	76%	75%
Middle Income	78%	77%	70%	71%
Lower Income	81%	82%	72%	69%

When it comes to the labor market, people expect difficulties in finding jobs and a rise in unemployment

72%

Unemployment in Morocco will be higher in 2025 than in 2024

% Likely



By Gender

Male	75%
Female	69%

By Age

18-24	75%
25-34	72%
35-44	73%
45+	70%

By Income Level

Upper Income	74%
Middle Income	74%
Lower Income	71%

69%

It will be more difficult to find a job in Morocco in 2025 than it was in 2024

% Likely



By Gender

Male	69%
Female	70%

By Age

18-24	72%
25-34	72%
35-44	71%
45+	65%

By Income Level

Upper Income	76%
Middle Income	67%
Lower Income	69%

Despite that, many are optimistic, expecting improvements in their personal financial situation

% Likely

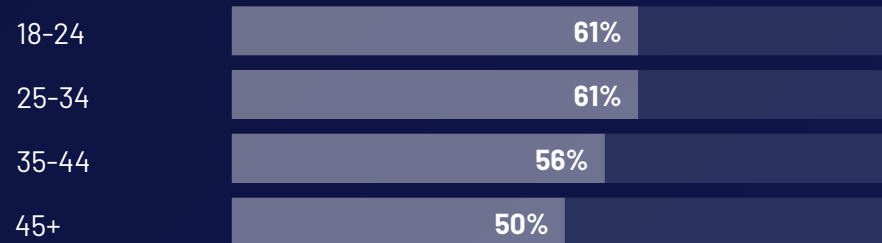
56%

My personal financial situation will improve in 2025

By Gender



By Age



By Income Level



People are optimistic about the investment scene, anticipating favorable opportunities and planning to make major purchases



% Likely

65%

The economic environment in Morocco will be better for investment in 2025 than it was in 2024



% Likely

44%

I will make a major purchase (e.g. house, car) in 2025



Outlook on investment and major purchases

% Likely - by demographics



65%



44%

The economic environment in Morocco will be better for investment in 2025 than it was in 2024

I will make a major purchase (e.g. house, car) in 2025

Male	66%	43%
Female	64%	46%
18 - 24	50%	38%
25 - 34	66%	56%
35 - 44	70%	52%
45+	69%	35%
Upper Income	73%	54%
Middle Income	65%	48%
Lower Income	62%	40%

Even with an optimistic investment outlook, the majority expect housing demand and costs to rise

82%

% Likely

The cost of renting/buying a home in Morocco will continue to increase in 2025



By Gender

Male	83%
Female	81%

By Age

18-24	79%
25-34	82%
35-44	86%
45+	82%

By Income Level

Upper Income	91%
Middle Income	77%
Lower Income	83%

74%

% Likely

The demand for housing in Morocco will be higher in 2025 compared to 2024



By Gender

Male	73%
Female	74%

By Age

18-24	74%
25-34	76%
35-44	73%
45+	72%

By Income Level

Upper Income	81%
Middle Income	68%
Lower Income	76%

07

**EXPECTATIONS
FOR THE
WORKPLACE
IN 2025**

While half of Moroccans anticipate greater flexibility in work arrangements, only a minority expect businesses to implement a four-day work week



% Likely

47%

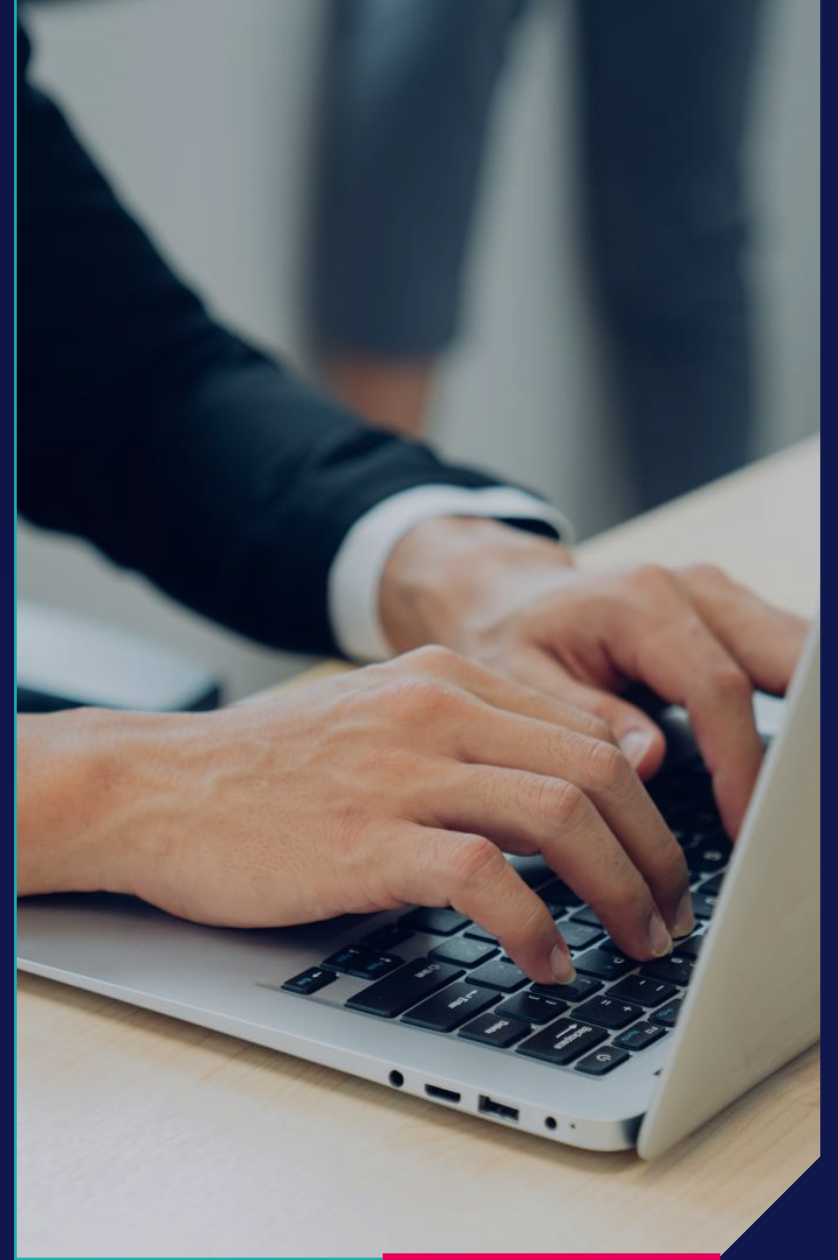
Businesses in Morocco will offer employees more flexibility in work arrangements compared to 2024



% Likely

27%

It will become normal for businesses in my country to implement a four-day working week



Predictions for the workplace

% Likely - by demographics



47%



27%

Businesses in Morocco will offer employees more flexibility in work arrangements compared to 2024

It will become normal for businesses in my country to implement a four-day working week

Male	48%	27%
Female	46%	26%
18 - 24	46%	37%
25 - 34	55%	34%
35 - 44	44%	22%
45+	44%	19%
Upper Income	48%	27%
Middle Income	41%	26%
Lower Income	50%	27%

EXPECTATIONS FOR TRAVEL IN 2025

08

The public anticipates tourism growth, expecting more visitors to Morocco in the coming year

% Likely

84%

More tourists will enter Morocco in 2025 compared to 2024

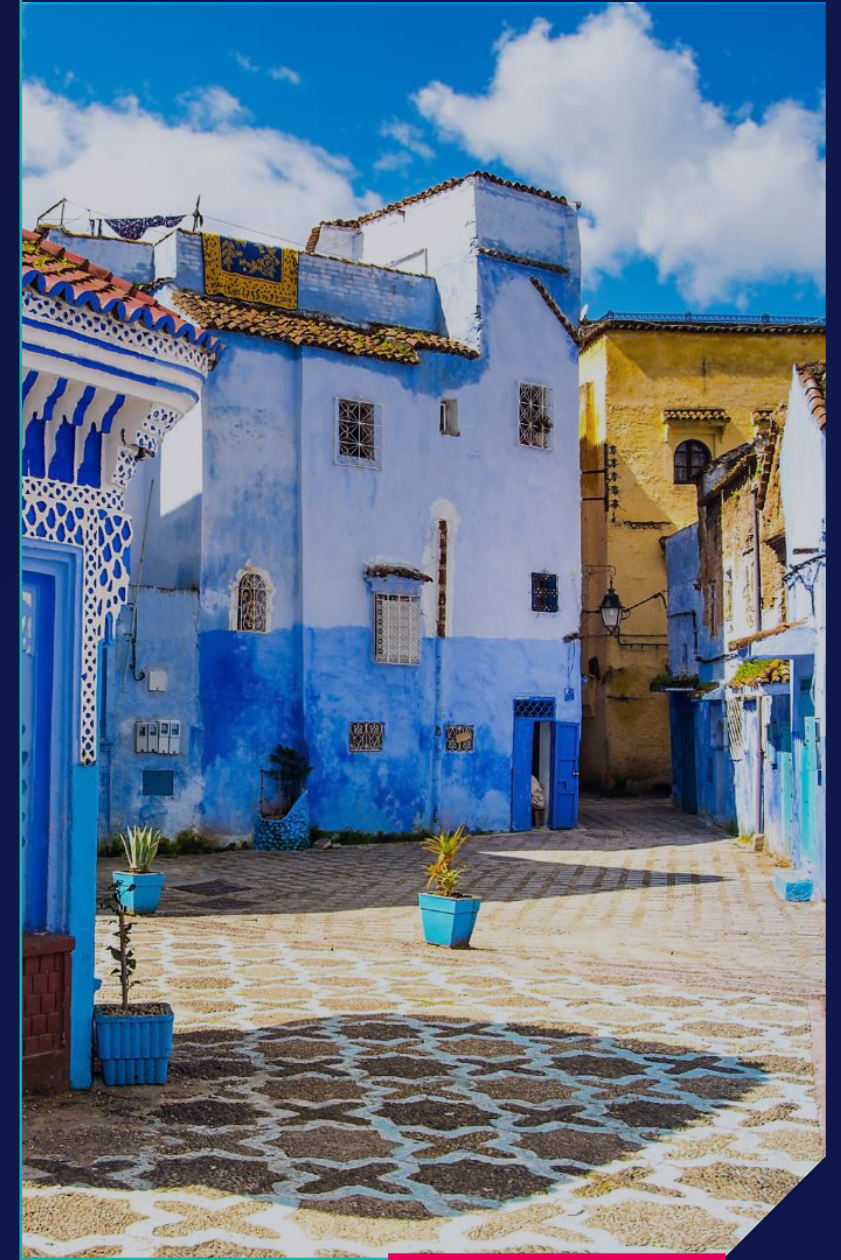
By Gender



By Age



By Income Level



09

EXPECTATIONS FOR THE ENVIRONMENT IN 2025

People predict significant changes related to the environment, including increased temperatures, more extreme weather and even an increase in water scarcity

% Likely

77%

Average global temperatures will increase



65%

There will be more extreme weather events in Morocco in 2025 than there were in 2024



62%

Water scarcity in Morocco will be more severe in 2025 than in 2024



59%

Severe turbulence during flights will become more frequent and intense due to climate change



40%

Parts of my country will become unlivable because of an extreme weather event



At the same time, the government is expected to take action with initiatives aimed at controlling emissions



% Likely

60%

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



% Likely

39%

There will be restrictions introduced to reduce the amount people drive in their cars in Morocco



Anticipating major changes, people foresee Morocco shifting to alternative energy and the widespread use of electric vehicles



% Likely

80%

Morocco will primarily rely on alternative energy sources for its energy needs



% Likely

52%

Electric vehicles will become the primary mode of transportation for most people in Morocco



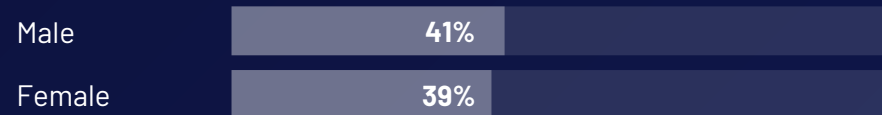
There's also hope for innovation, with 2 in 5 anticipating a breakthrough technology that could address climate change

% Likely

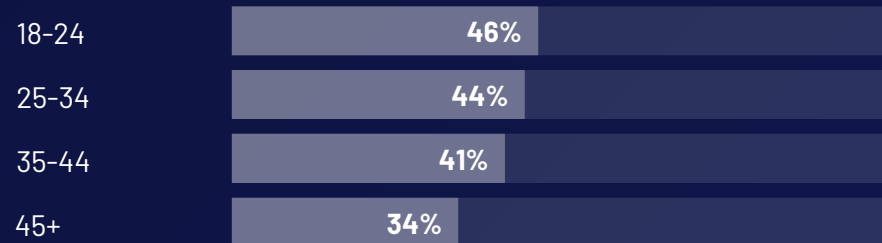
40%

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

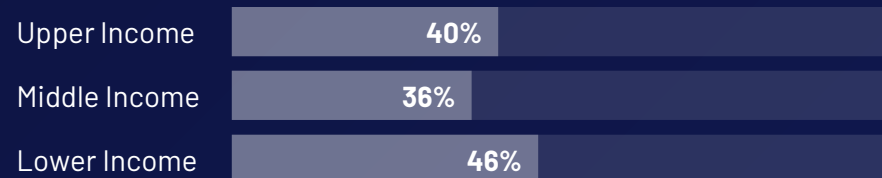
By Gender



By Age



By Income Level



EXPECTATIONS FOR TECHNOLOGY IN 2025

10



Moroccans expect socializing to become more digital, with predictions of increased online and virtual interactions, though half aim to limit social media use



% Likely

82%

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



% Likely

70%

Many more people will live their lives in virtual worlds



% Likely

47%

I will use social media less

Predicted impact of technology on social interaction

% Likely - by demographics



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

Many more people will live their lives in virtual worlds

I will use social media less

Male	82%	68%	51%
Female	82%	72%	44%
18 - 24	82%	72%	48%
25 - 34	82%	73%	53%
35 - 44	82%	66%	51%
45+	81%	69%	41%
Upper Income	86%	71%	42%
Middle Income	81%	71%	43%
Lower Income	82%	69%	51%

People also foresee smartphones being banned in schools due to concerns about technology's impact on socialization and learning environments

% Likely

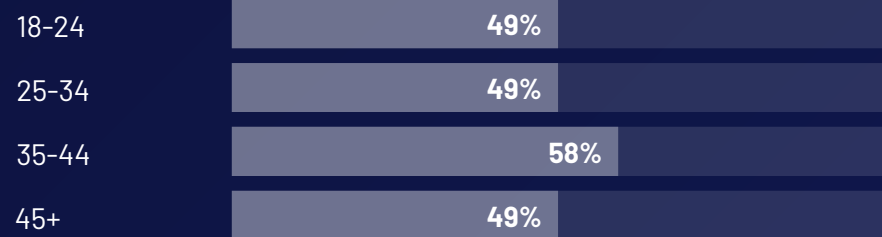
51%

Smartphones will be banned in schools in Morocco

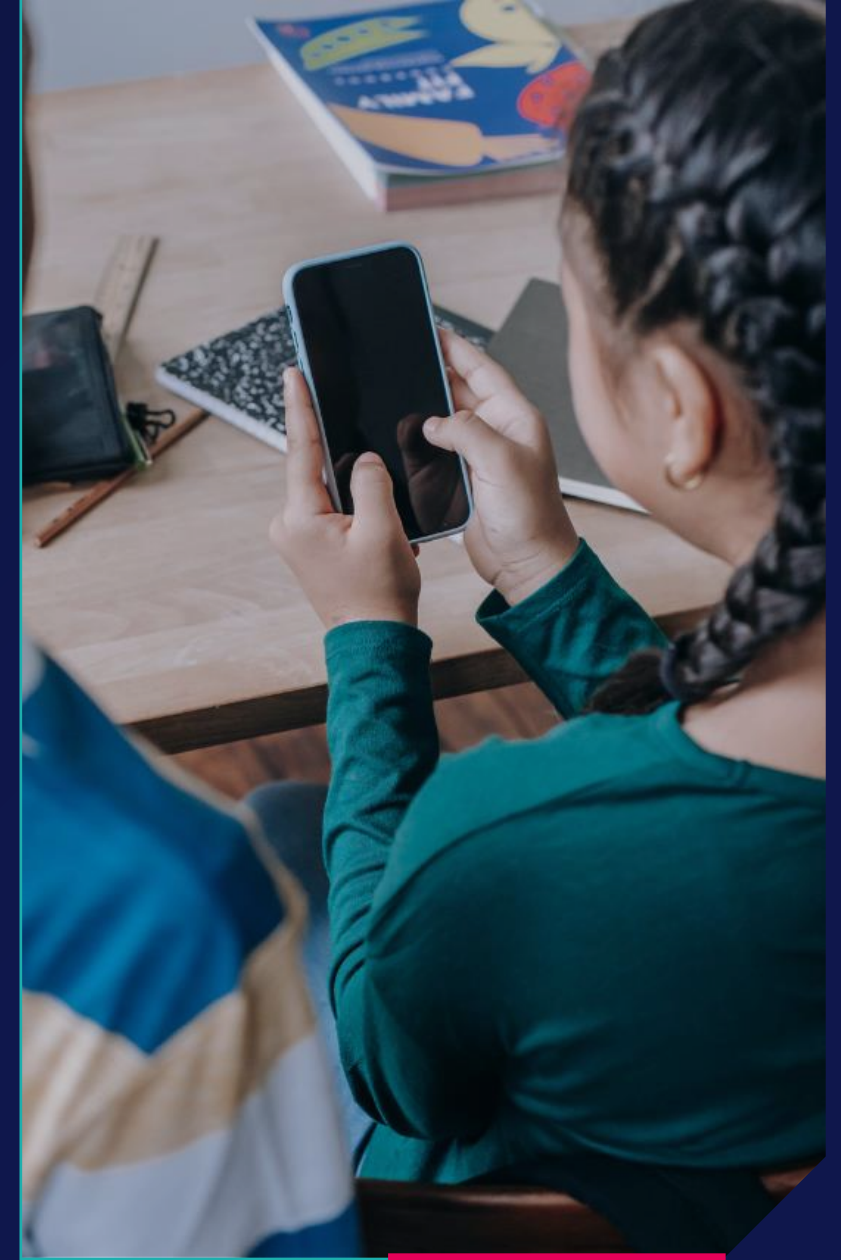
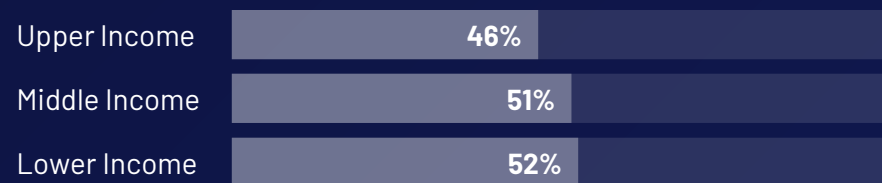
By Gender



By Age



By Income Level



With the rise of digital engagement, there is a concern about cybersecurity, as many anticipate an increase in the frequency of cyberattacks

% Likely

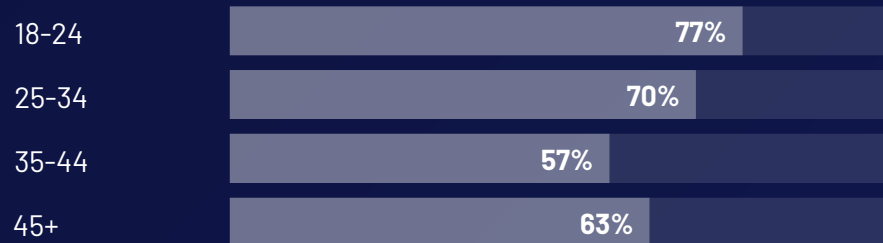
66%

Cyberattacks will increase in frequency in Morocco in 2025 compared to 2024

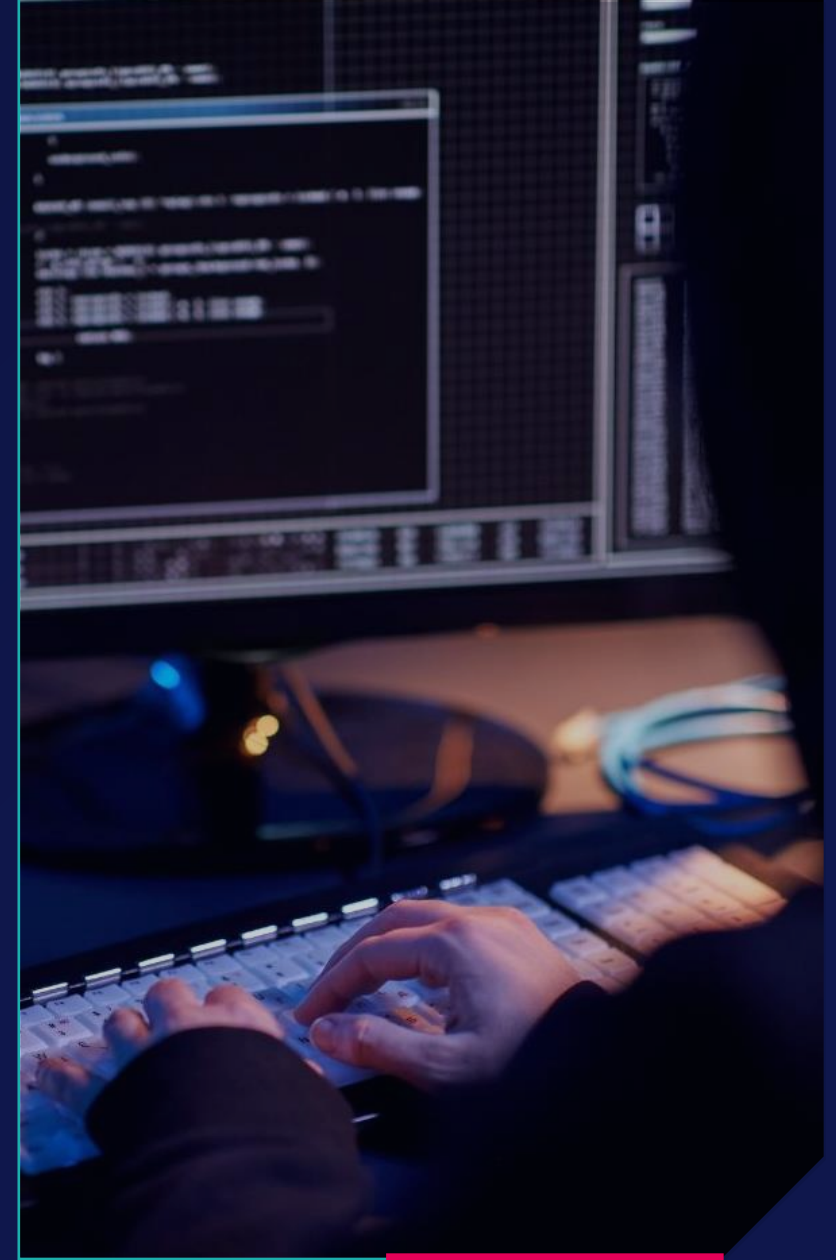
By Gender



By Age



By Income Level



Regarding the future of commerce and technology, the majority expect a digital shift, with online shopping and digital payments becoming widespread

74%

People in Morocco will spend more money online than in physical stores in 2025

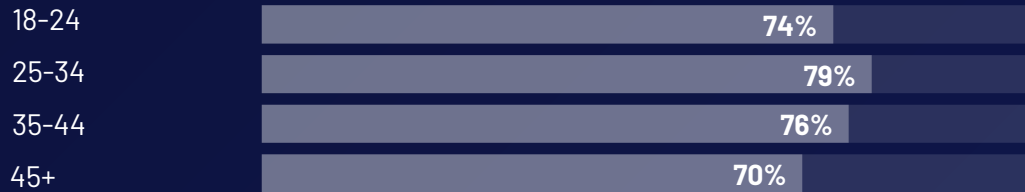
% Likely



By Gender



By Age



By Income Level



67%

Digital payment methods will almost entirely replace cash in Morocco

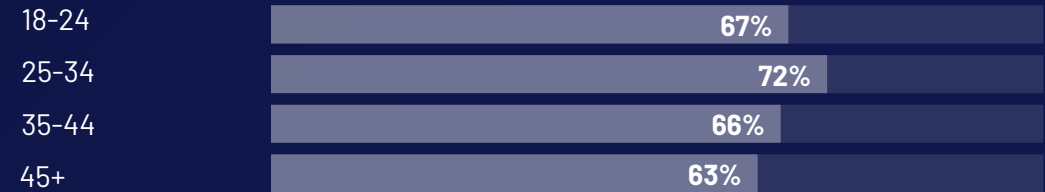
% Likely



By Gender



By Age



By Income Level



In terms of AI and employment, the public expects AI to both create employment opportunities and cause job losses

70%

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

% Likely

By Gender



By Age



By Income Level



64%

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

% Likely

By Gender



By Age



By Income Level



Regarding major tech firms, there is anticipation for stricter regulatory measures to control their increasing power

% Likely

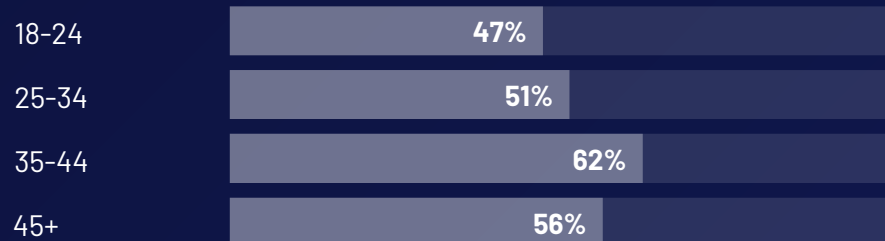
54%

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

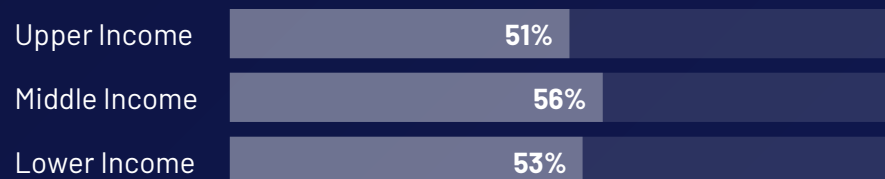
By Gender



By Age



By Income Level



PAST & FUTURE RESOLUTIONS

11

Looking at past resolutions, many began the year with clear goals to achieve specific objectives.

69%

Had set resolutions for things they wanted to accomplish in 2024

By Gender



By Age



By Income Level



Despite setting resolutions, success levels differed, with a small percentage fully achieving their goals and many making significant progress. However, a notable portion experienced minimal to no success in reaching their objectives

Success in achieving 2024 goals set

11%

Completely successful:
full achievement of
goals



48%

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



34%

Somewhat
unsuccessful: minimal
progress made



8%

Not at all successful:
complete failure to
achieve goals



With the new year ahead, more people plan to set resolutions, reflecting a stronger focus on personal development compared to last year

90%

Will set personal resolutions to accomplish specific goals in 2025

By Gender



By Age

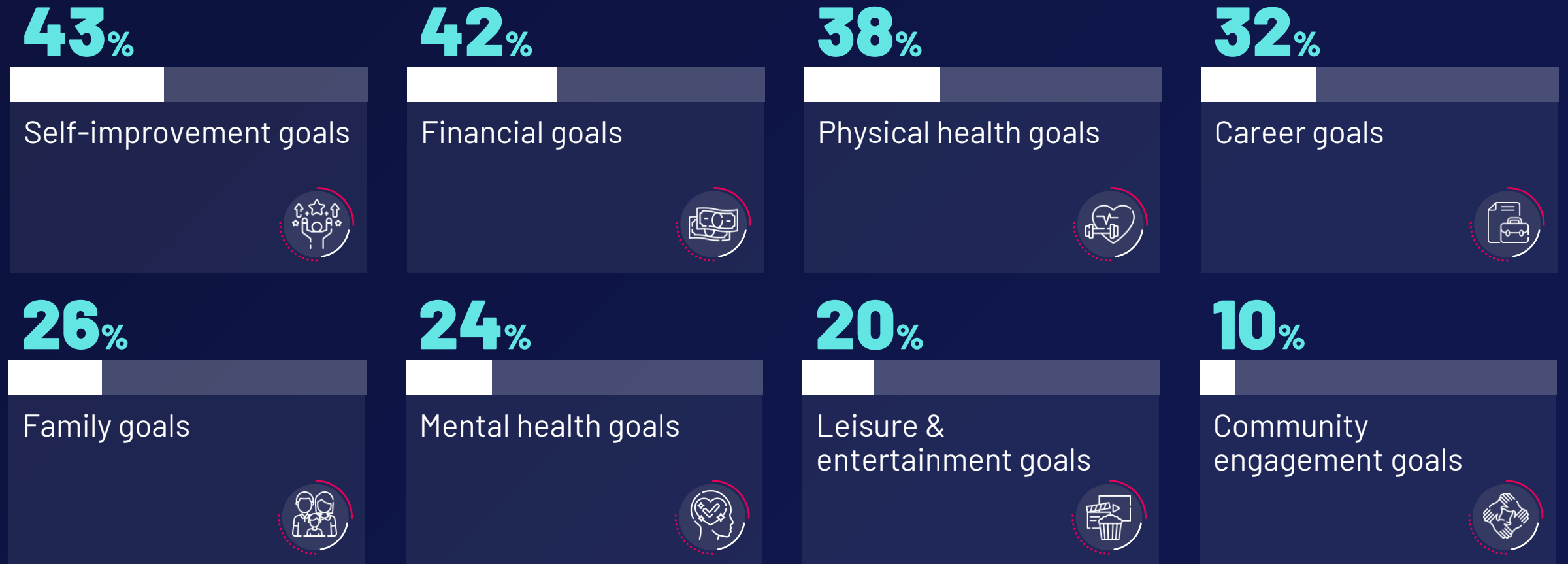


By Income Level



Resolutions set for the year ahead are diverse, led by self-improvement and financial goals. Physical health and career goals are also notably prioritized

Types of personal goals for 2025



Sample and methodology

Sample size

500 respondents

Sample criteria

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

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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