

# DIGITAL 2023

MOROCCO

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we  
are  
social

 Meltwater

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2023

# GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL  
POPULATION



we  
are  
social

**8.01**  
BILLION

YEAR-ON-YEAR CHANGE

**+0.8%**  
**+67 MILLION**

URBANISATION

**57.2%**

CELLULAR MOBILE  
CONNECTIONS



Meltwater

**8.46**  
BILLION

YEAR-ON-YEAR CHANGE

**+2.2%**  
**+180 MILLION**

TOTAL vs. POPULATION

**105.6%**

INTERNET  
USERS



**5.16**  
BILLION

YEAR-ON-YEAR CHANGE

**+1.9%**  
**+98 MILLION**

TOTAL vs. POPULATION

**64.4%**

ACTIVE SOCIAL  
MEDIA USERS



**4.76**  
BILLION

YEAR-ON-YEAR CHANGE

**+3.0%**  
**+137 MILLION**

TOTAL vs. POPULATION

**59.4%**

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# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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TOTAL  
POPULATION



**37.65**  
MILLION

URBANISATION

**64.8%**

CELLULAR MOBILE  
CONNECTIONS



**50.19**  
MILLION

vs. POPULATION

**133.3%**

INTERNET  
USERS



**33.18**  
MILLION

vs. POPULATION

**88.1%**

ACTIVE SOCIAL  
MEDIA USERS



**21.30**  
MILLION

vs. POPULATION

**56.6%**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMA I & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

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# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



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ANY KIND OF  
MOBILE PHONE



GWI.

**94.2%**

YEAR-ON-YEAR CHANGE  
**-5.2% (-520 BPS)**

SMART  
PHONE



**92.2%**

YEAR-ON-YEAR CHANGE  
**-7.2% (-710 BPS)**

FEATURE  
PHONE



GWI.

**16.6%**

YEAR-ON-YEAR CHANGE  
**+144.1% (+980 BPS)**

LAPTOP OR  
DESKTOP COMPUTER



**45.7%**

YEAR-ON-YEAR CHANGE  
**+2.2% (+100 BPS)**

TABLET  
DEVICE



**11.8%**

YEAR-ON-YEAR CHANGE  
**-24.4% (-380 BPS)**

GAMES  
CONSOLE



**4.6%**

YEAR-ON-YEAR CHANGE  
**-32.4% (-220 BPS)**

SMART WATCH OR  
SMART WRISTBAND



GWI.

**7.3%**

YEAR-ON-YEAR CHANGE  
**-2.7% (-20 BPS)**

TV STREAMING  
DEVICE



**1.1%**

YEAR-ON-YEAR CHANGE  
**-31.3% (-50 BPS)**

SMART HOME  
DEVICE



GWI.

**2.7%**

YEAR-ON-YEAR CHANGE  
**+35.0% (+70 BPS)**

VIRTUAL REALITY  
DEVICE



**1.8%**

YEAR-ON-YEAR CHANGE  
**+12.5% (+20 BPS)**

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# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL  
INTERNET  
USERS



**33.18**  
MILLION



INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**88.1%**  
[UNCHANGED]



YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
INTERNET USERS



**+1.0%**  
+341 THOUSAND



AVERAGE DAILY TIME SPENT  
USING THE INTERNET BY  
EACH INTERNET USER



[N/A]



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE PHONES



**100.0%**  
+5.5% (+520 BPS)

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. #BPS# FIGURES REPRESENT BASIS POINTS AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE

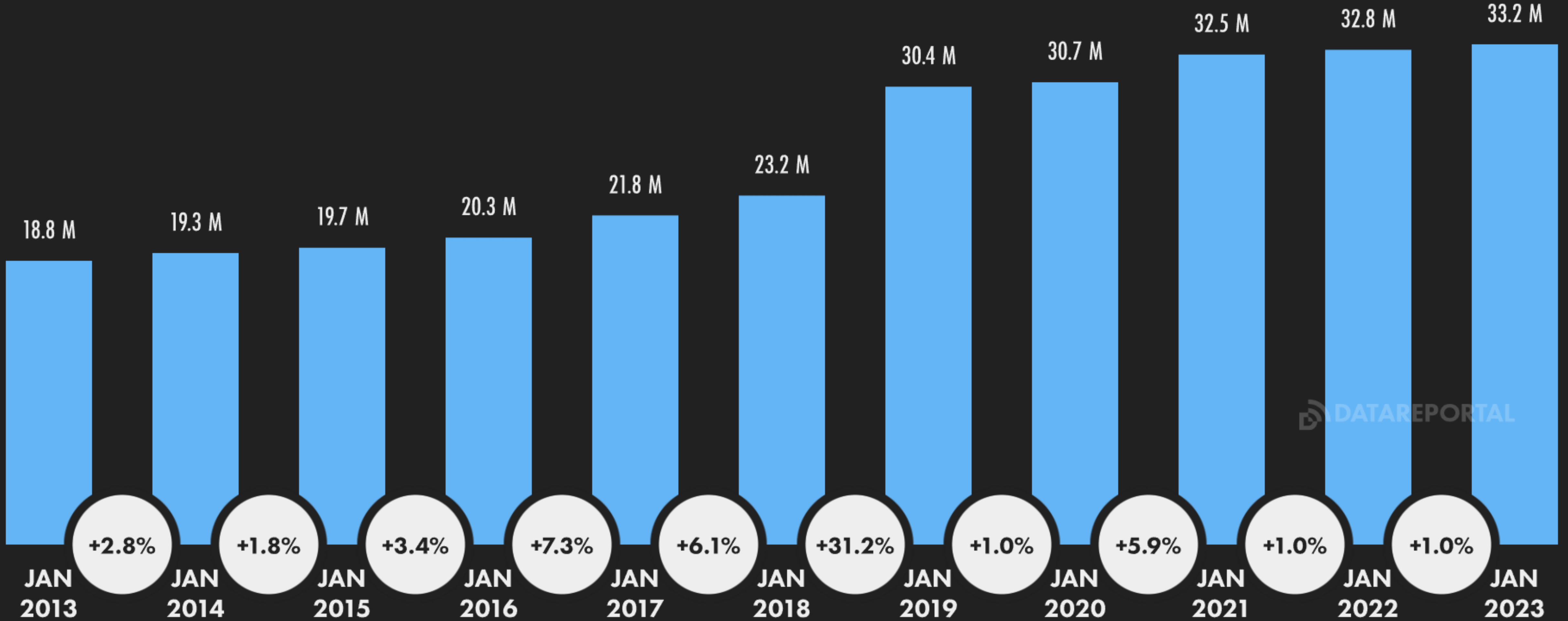
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# INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE



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**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT VALUES ARE SHOWN AS IS. **ADVISORY:** DUE TO COVID-19 RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER REPRESENT ACTUAL

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# OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL  
MEDIA USERS



21.30  
MILLION

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



56.6%

SOCIAL MEDIA USERS AGE 18+  
vs. TOTAL POPULATION AGE 18+



76.5%

SOCIAL MEDIA USERS  
vs. TOTAL INTERNET USERS



64.2%

AVERAGE TIME SPENT USING  
SOCIAL MEDIA EACH DAY



2H 53M

AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



4.7

FEMALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



41.7%

MALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



58.3%

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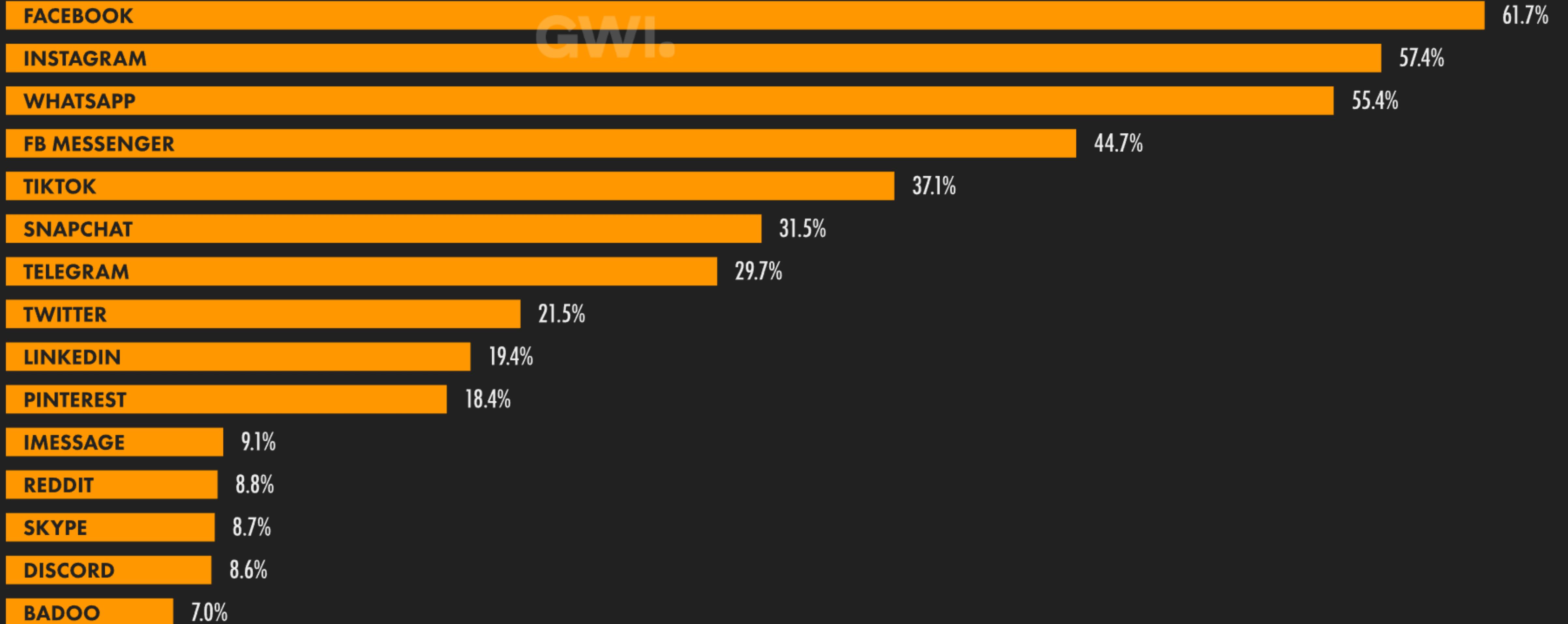
# MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

**NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



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**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.



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# FINANCIAL INCLUSION FACTORS

Appuyez sur Échap pour quitter le mode plein écran.

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



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ACCOUNT WITH A  
FINANCIAL INSTITUTION



42.2%

FEMALE 31.4%  
MALE 53.0%

CREDIT CARD  
OWNERSHIP



1.1%

FEMALE 0.8%  
MALE 1.4%

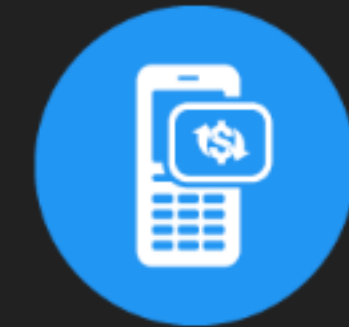
DEBIT CARD  
OWNERSHIP



31.7%

FEMALE 21.6%  
MALE 41.8%

MOBILE MONEY ACCOUNT  
(E.G. MPESA, GCASH)



6.3%

FEMALE 4.2%  
MALE 8.3%

MADE A DIGITAL  
PAYMENT (PAST YEAR)



20.3%

FEMALE 15.3%  
MALE 25.3%

MADE A PURCHASE USING A MOBILE  
PHONE OR THE INTERNET (PAST YEAR)



9.7%

FEMALE 8.7%  
MALE 10.7%

USED A MOBILE PHONE OR THE  
INTERNET TO SEND MONEY (PAST YEAR)



6.2%

FEMALE 4.4%  
MALE 7.9%

USED A MOBILE PHONE OR THE  
INTERNET TO PAY BILLS (PAST YEAR)



7.3%

FEMALE 4.8%  
MALE 9.8%

SOURCE: WORLD BANK. NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND

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# ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2022)



MOROCCO

FASHION



statista

**\$338.7  
MILLION**

YEAR-ON-YEAR CHANGE  
**+0.8% (+\$2.8 MILLION)**

ELECTRONICS



KEPIOS

**\$691.0  
MILLION**

YEAR-ON-YEAR CHANGE  
**-6.9% (-\$51 MILLION)**

TOYS, HOBBY, DIY



statista

**\$215.3  
MILLION**

YEAR-ON-YEAR CHANGE  
**0% ([UNCHANGED])**

FURNITURE



**\$170.4  
MILLION**

YEAR-ON-YEAR CHANGE  
**-12.7% (-\$25 MILLION)**

PERSONAL & HOUSEHOLD CARE



statista

**\$138.9  
MILLION**

YEAR-ON-YEAR CHANGE  
**+1.9% (+\$2.6 MILLION)**

FOOD



statista

**\$18.45  
MILLION**

YEAR-ON-YEAR CHANGE  
**-9.2% (-\$1.9 MILLION)**

BEVERAGES



KEPIOS

**\$5.72  
MILLION**

YEAR-ON-YEAR CHANGE  
**-5.4% (-\$328 THOUSAND)**

PHYSICAL MEDIA



**\$45.44  
MILLION**

YEAR-ON-YEAR CHANGE  
**-4.1% (-\$2.0 MILLION)**

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# E-HEALTH OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES



NUMBER OF PEOPLE  
USING E-HEALTH  
DEVICES AND SERVICES



**5.61**  
MILLION

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
E-HEALTH USERS



**+0.3%**  
**+18 THOUSAND**

TOTAL ANNUAL VALUE  
OF THE E-HEALTH  
MARKET (USD, 2022)



**\$151.2**  
MILLION

YEAR-ON-YEAR CHANGE  
IN THE VALUE OF THE  
E-HEALTH MARKET



**+6.1%**  
**+\$8.7 MILLION**

AVERAGE ANNUAL  
SPEND ON E-HEALTH  
PER USER (USD, 2022)



**\$26.94**  
**+5.7% (+\$1.46)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** INCLUDES E-HEALTH DEVICES AND APPS, OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET, AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE DIGITAL FITNESS DEVICES AND SERVICES, SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR; APPS FOR TRACKING SLEEP OR TRACKING HEALTH, MOOD, IMPROVEMENT APPS, OR APPS TO MANAGE ADDICTION, DEPRESSION, EATING DISORDERS, OR SCHIZOPHRENIA. FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2022, AND COMPARISONS TO