



Digital Transformation's Impact on Moroccan Retail Sector, Geopolitical Dynamics and Consumer Adaptation Perspectives

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Abstract

This study examines the impact of digital transformation on the Moroccan retail sector from to , focusing on geopolitical dynamics and consumer adaptation. This study employs a qualitative approach to explore the integration of digital transformation in Morocco's retail sector, focusing on interviews with industry experts and analysis of relevant literature. Digital platforms have significantly altered consumer shopping habits, particularly among younger demographics, influencing store foot traffic and sales patterns in urban areas. The findings highlight a shift towards omnichannel retail strategies that integrate physical stores with online channels, reflecting Morocco's evolving consumer behaviour and technological adoption rates. Retailers should adopt more flexible business models to cater to consumers' growing preference for digital shopping experiences while maintaining in-person engagement.

Keywords: *North African, Digital Economy, Geopolitics, Consumer Behaviour, Innovation Adoption, Retail Sector Analysis, Qualitative Research Techniques*

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