

anrt

agence nationale de réglementation
des télécommunications
الوكالة الوطنية لتقنين المواصلات

ICT EQUIPMENT AND USES FOR HOUSEHOLDS AND INDIVIDUALS

This survey was led in partnership with the Ministry of Digital Transition and Administration Reform, the High Authority of Audiovisual Communication, the Economic, Social and Environmental Council, the National Control Commission for the Protection of Personal Data, Bank Al-Maghrib, the High Commission for Planning and the Agency of Digital Development.



ICT in Households



Almost all households have a mobile phone.

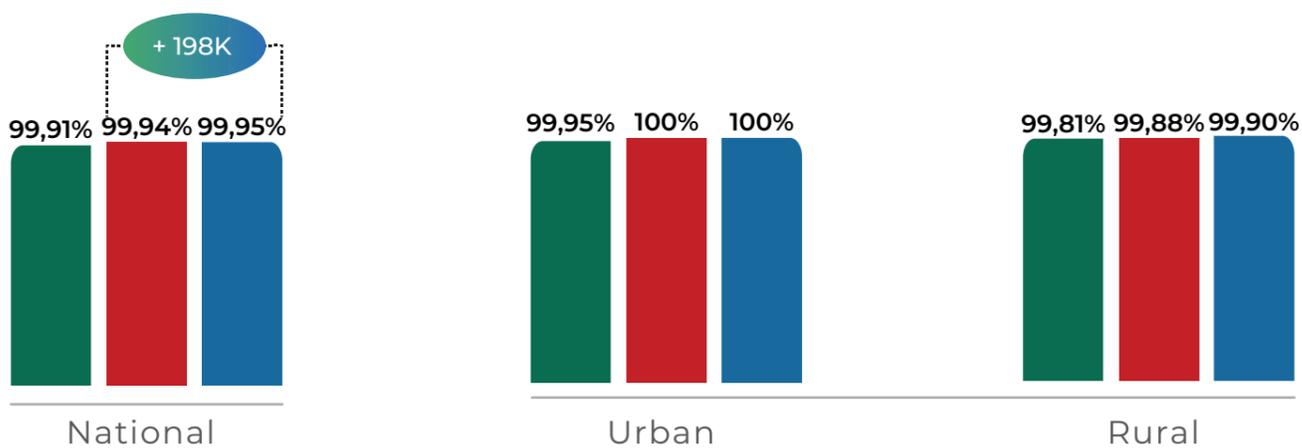


The slight variation indicates that the evolution goes beyond the mere absorption of annual population growth.

The proportion of households equipped with *smartphones has slightly increased*. This increase is twice as high in rural than urban areas.

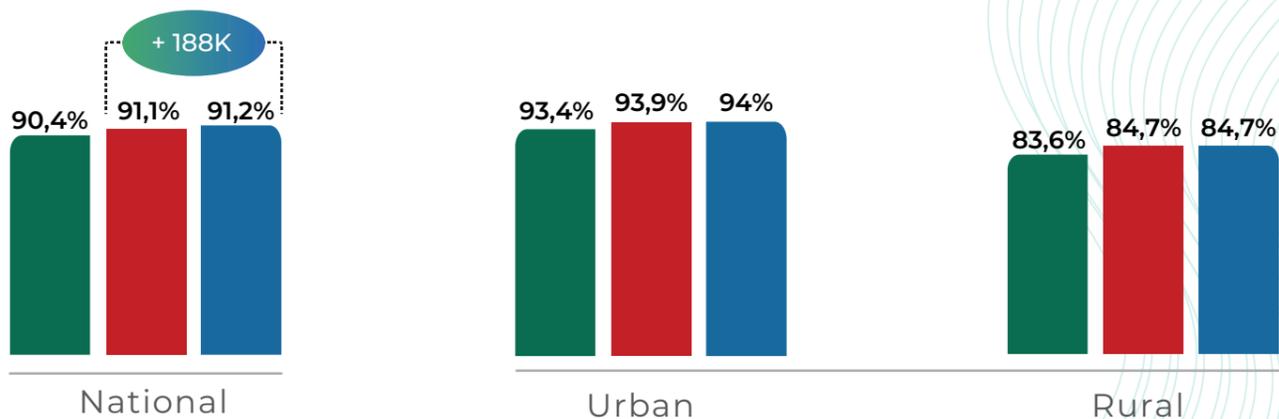
HOUSEHOLDS EQUIPPED WITH MOBILE PHONE

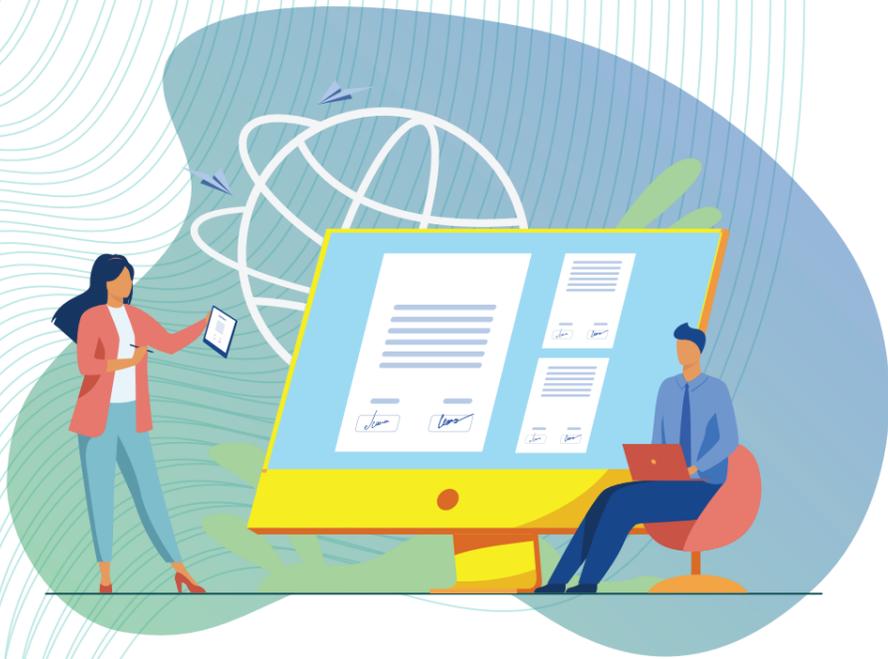
- 2022
- 2021
- 2020



HOUSEHOLDS EQUIPPED WITH SMARTPHONE

- 2022
- 2021
- 2020





Seven out of ten households have a **computer and/or a tablet**
 The **laptop** remains the **most widespread equipment**.



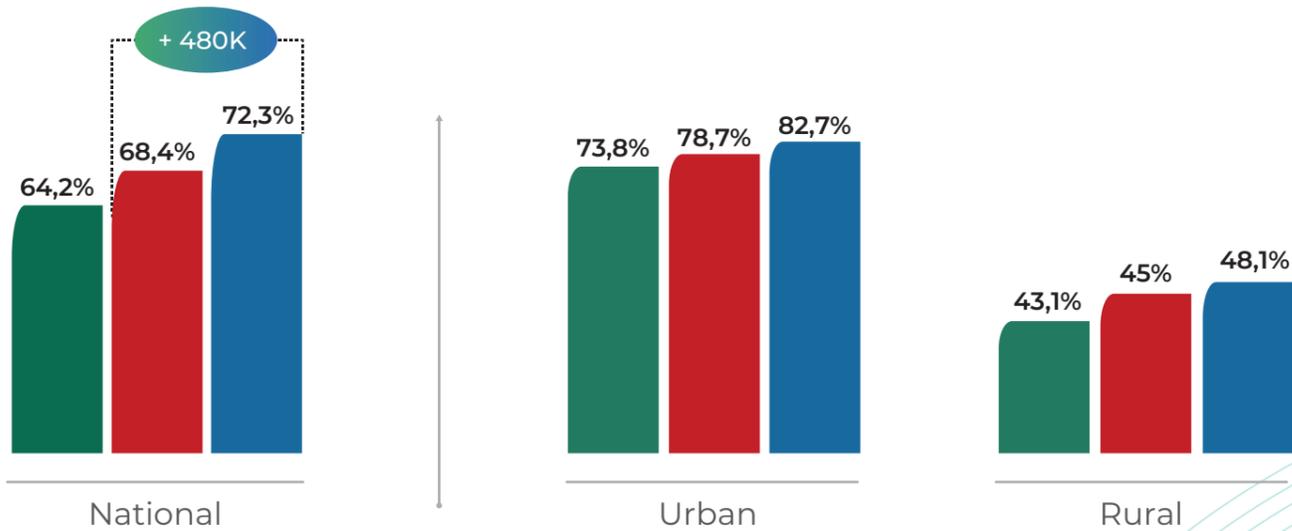
The majority of moroccan households is equipped with a computer and/or a tablet. This is a sign of the growing importance of ICT in daily life.



In rural area, more than two out of five households have a computer and/or tablet.

HOUSEHOLDS EQUIPMENT WITH COMPUTERS AND / OR TABLET

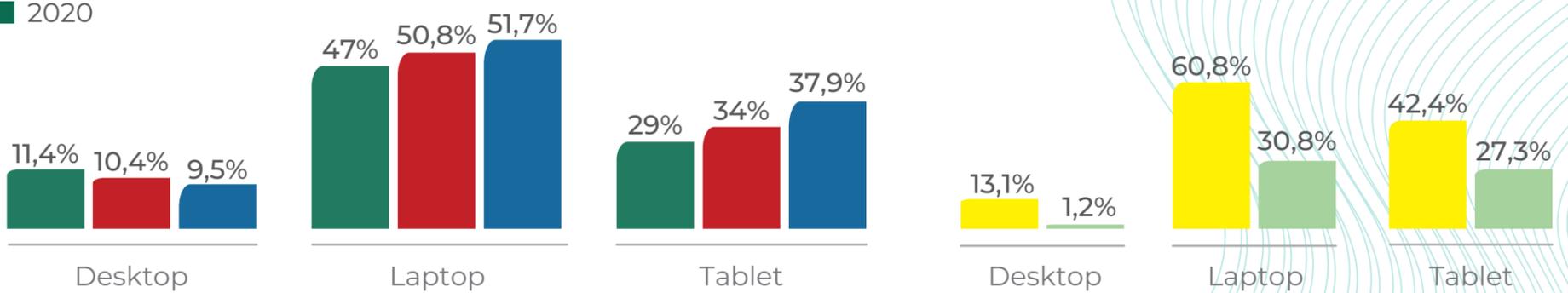
■ 2022
 ■ 2021
 ■ 2020

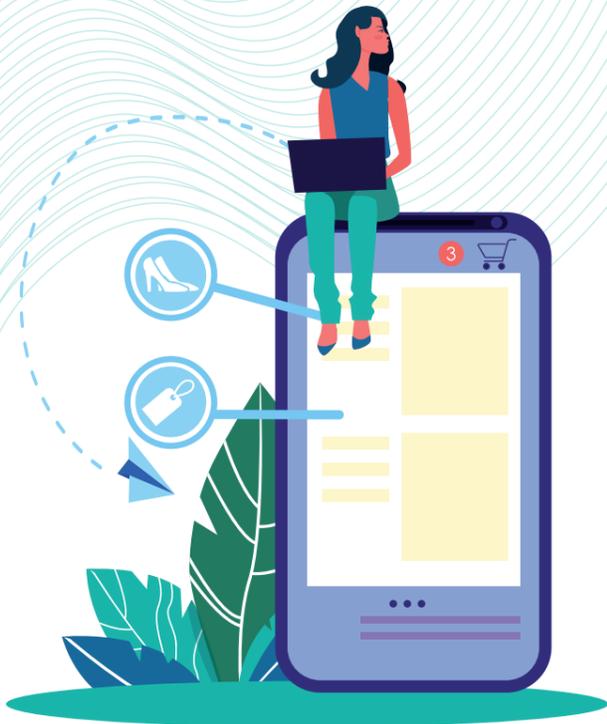


BREAKDOWN BY TYPE OF EQUIPMENT

■ 2022
 ■ 2021
 ■ 2020

■ Urban
 ■ Rural





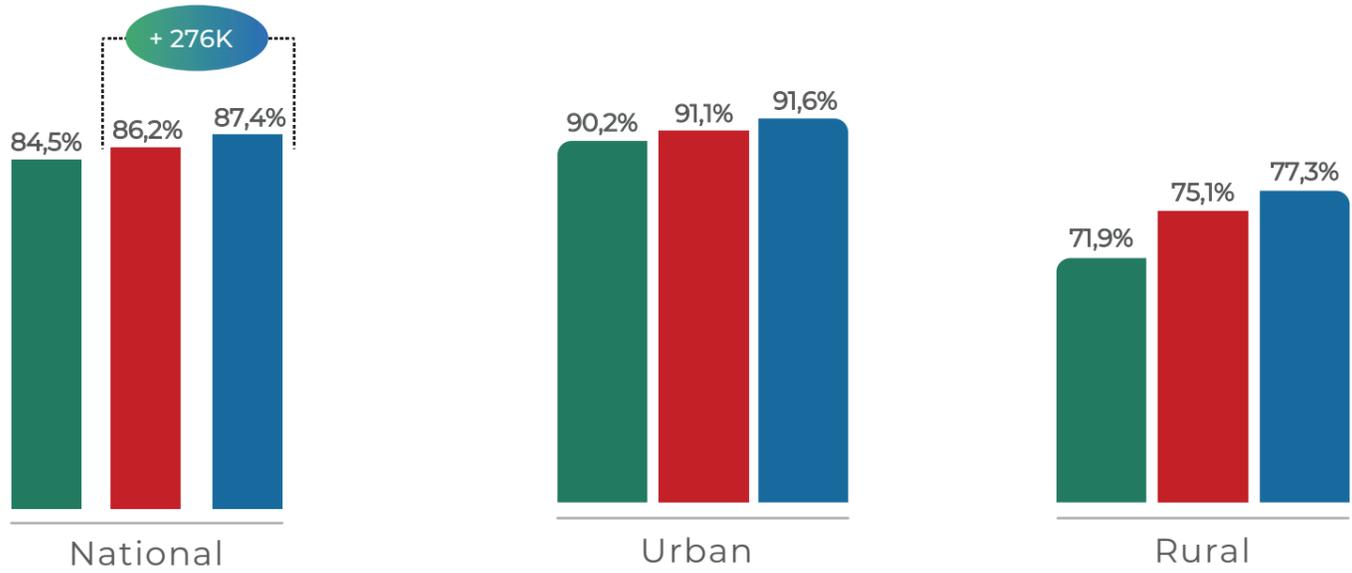
Internet access within households is becoming generalized :

87% of moroccan households have an Internet connection

This connectivity provides households with greater access to information, to economic opportunities, to education, to health care and to a variety of online services.

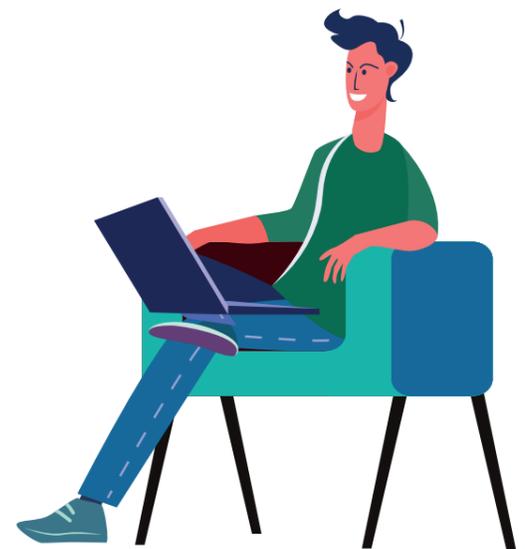
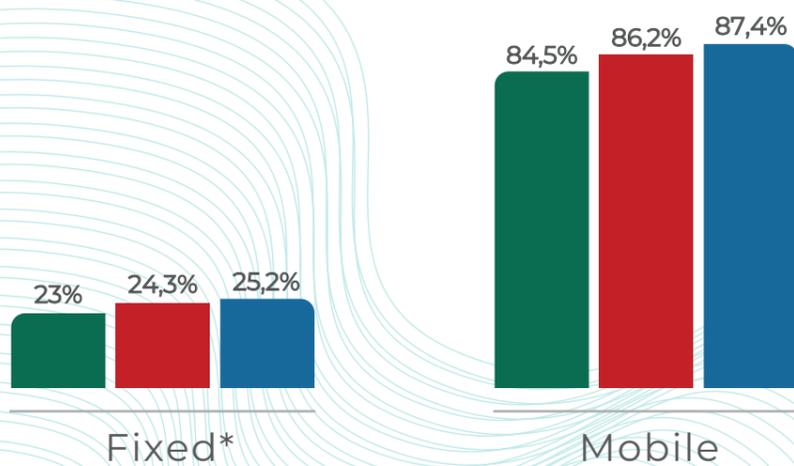
INTERNET EQUIPMENT (Households)

■ 2022
■ 2021
■ 2020

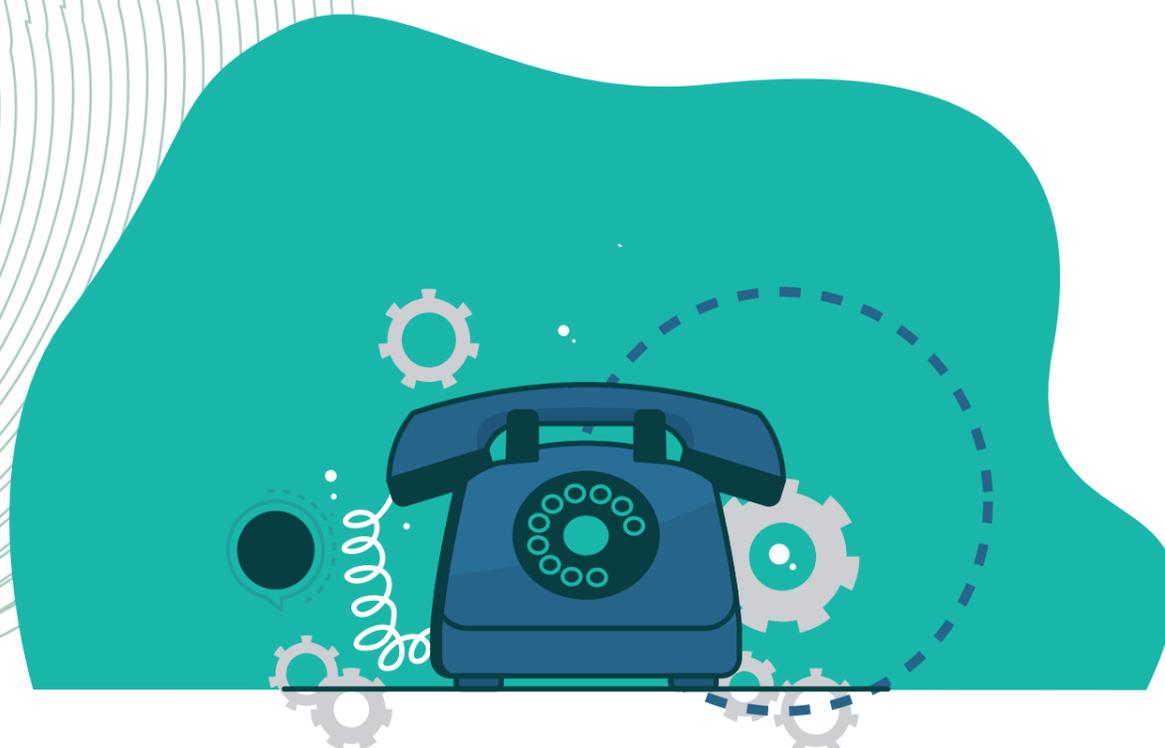


INTERNET ACCESS BY TYPE OF SERVICE

■ 2022
■ 2021
■ 2020



* Excluding 4G - FDD Boxes accounted in mobile.



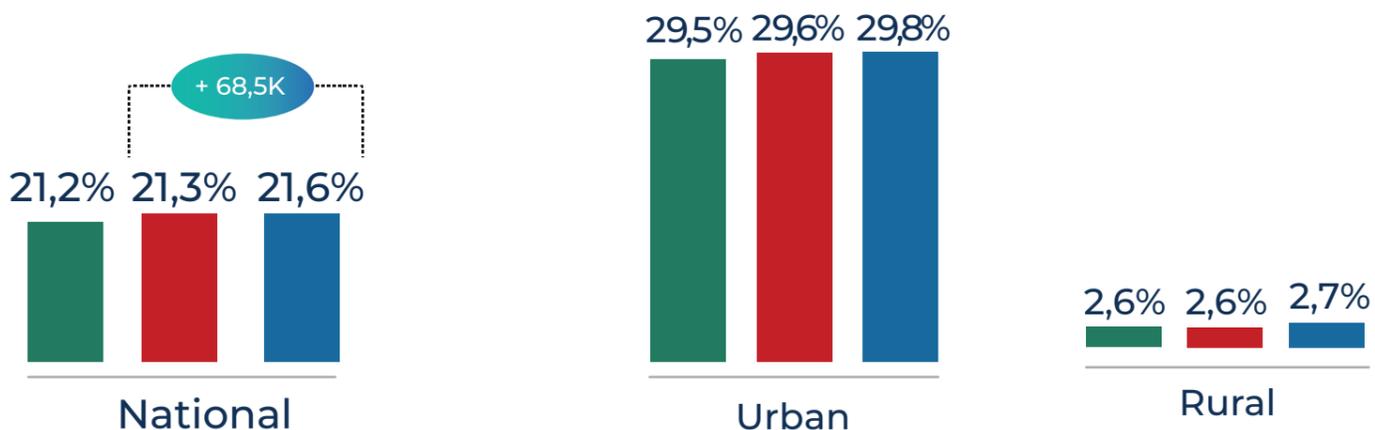
More than one in five households has a fixed telephone line



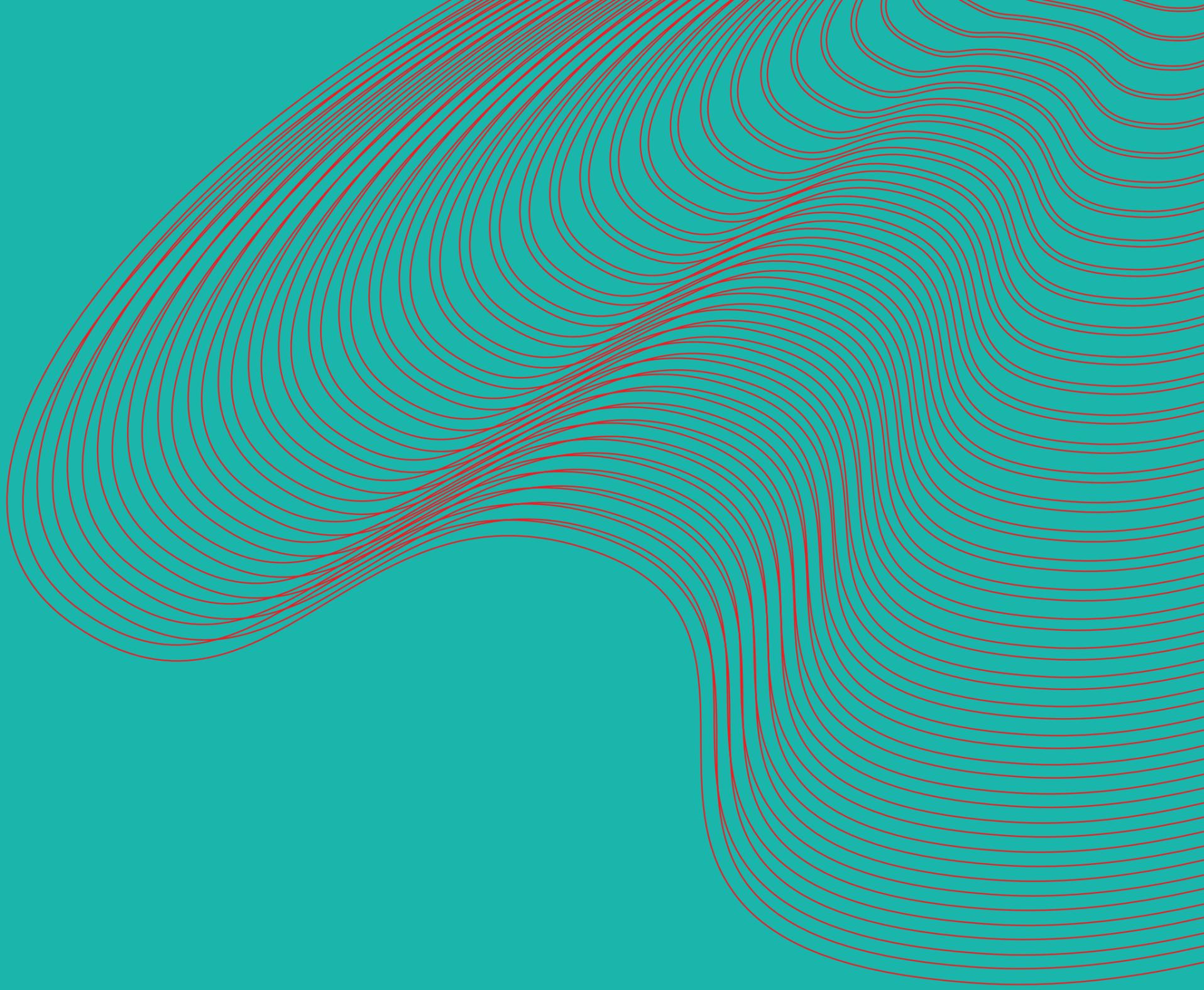
Fixed telephony is gradually giving way to mobile phones or broadband connections.

FIXED TELEPHONY EQUIPMENT* (Households)

- 2022
- 2021
- 2020



* Excluding 4G - FDD Boxes accounted in mobile.



ICT for Individuals

Individuals' mobile phone equipment continues to progress and become generalized

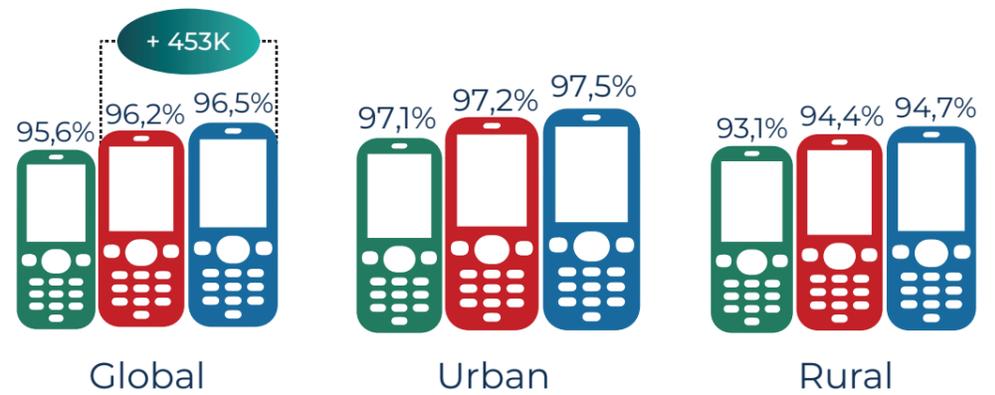
There are 453,000 newly equipped individuals with mobile telephony.

Mobile phone access is gender equal, with rates over 96% among women and men.

INDIVIDUALS EQUIPPED WITH MOBILE PHONE

Individuals aged 5 and over

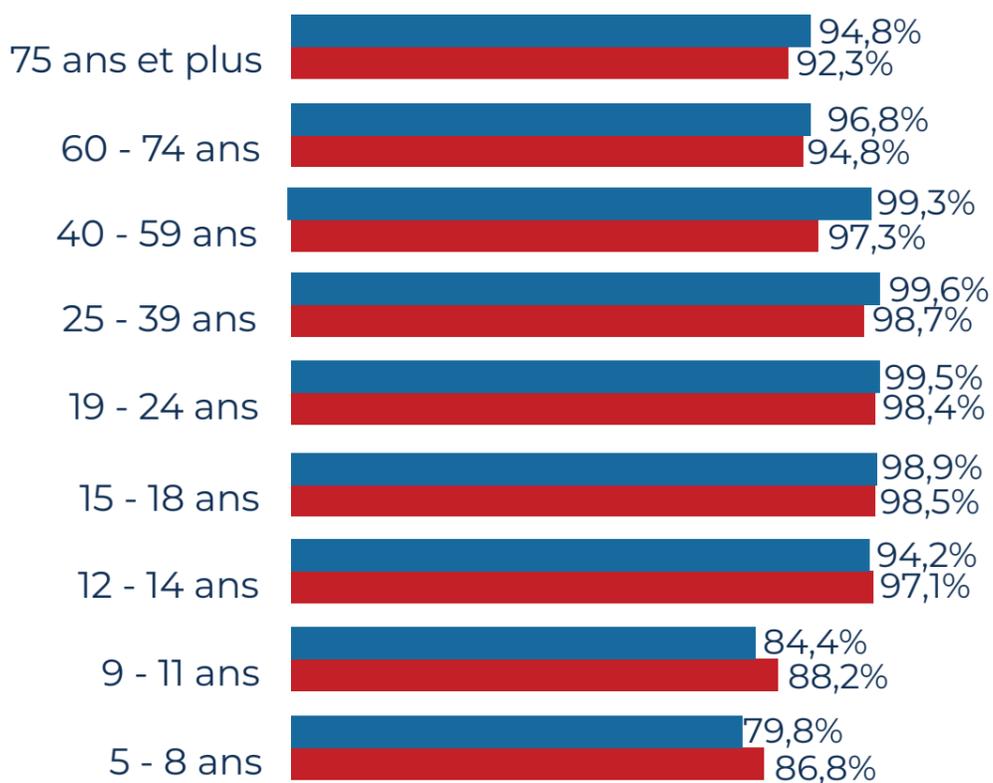
■ 2022
■ 2021
■ 2020



MOBILE PHONE EQUIPMENT BY AGE

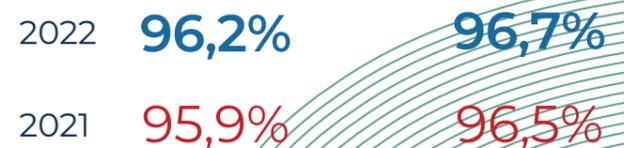
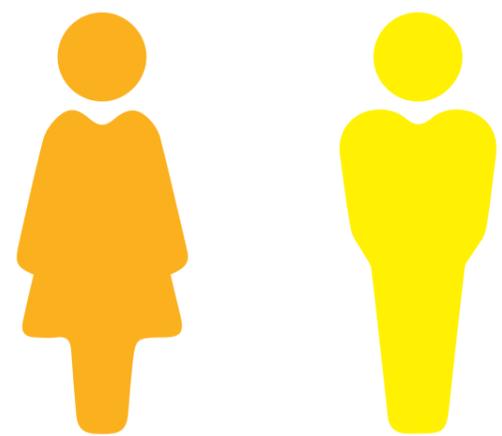
(Individuals aged 5 and over)

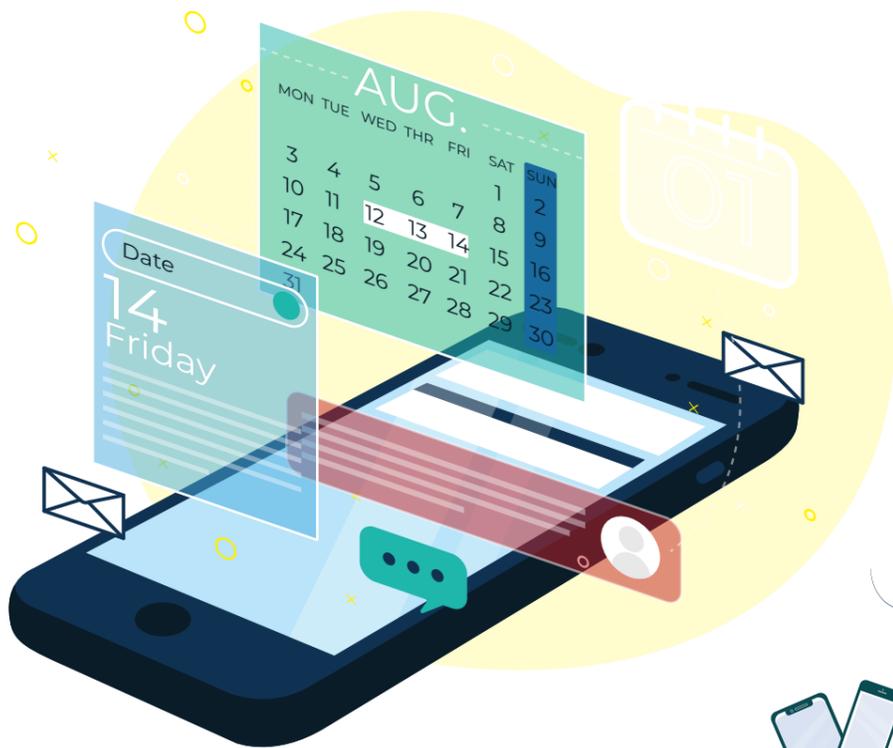
■ 2022
■ 2021



MOBILE PHONE EQUIPMENT BY GENDER

(individuals aged 5 and over)





The smartphone on the rise among rural areas.



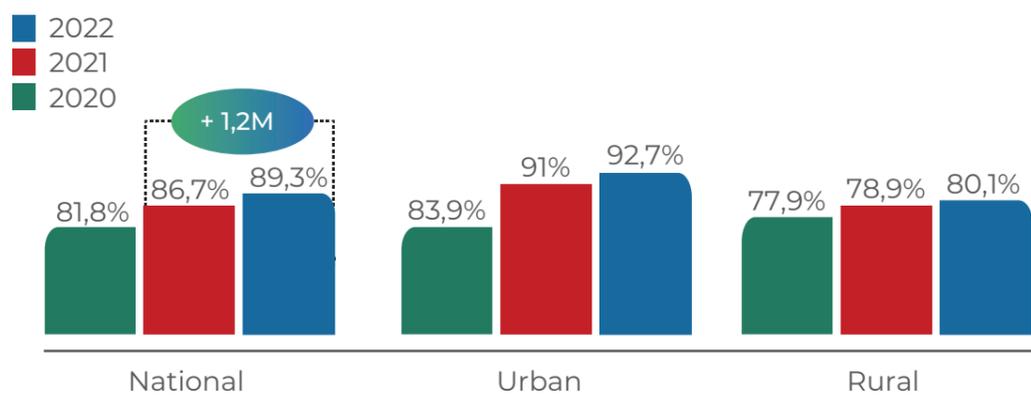
The smartphone continues on its upward trend with a substitution between classic telephone and smart phone.



29 Million individuals aged 5 and over are equipped with a smartphone.

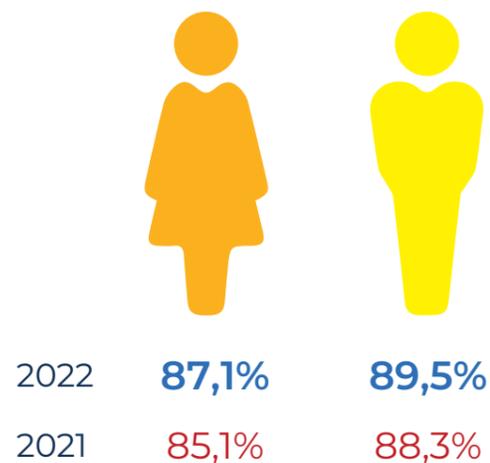
SMARTPHONE EQUIPMENT

(Individuals aged 5 and over equipped with mobile telephony)



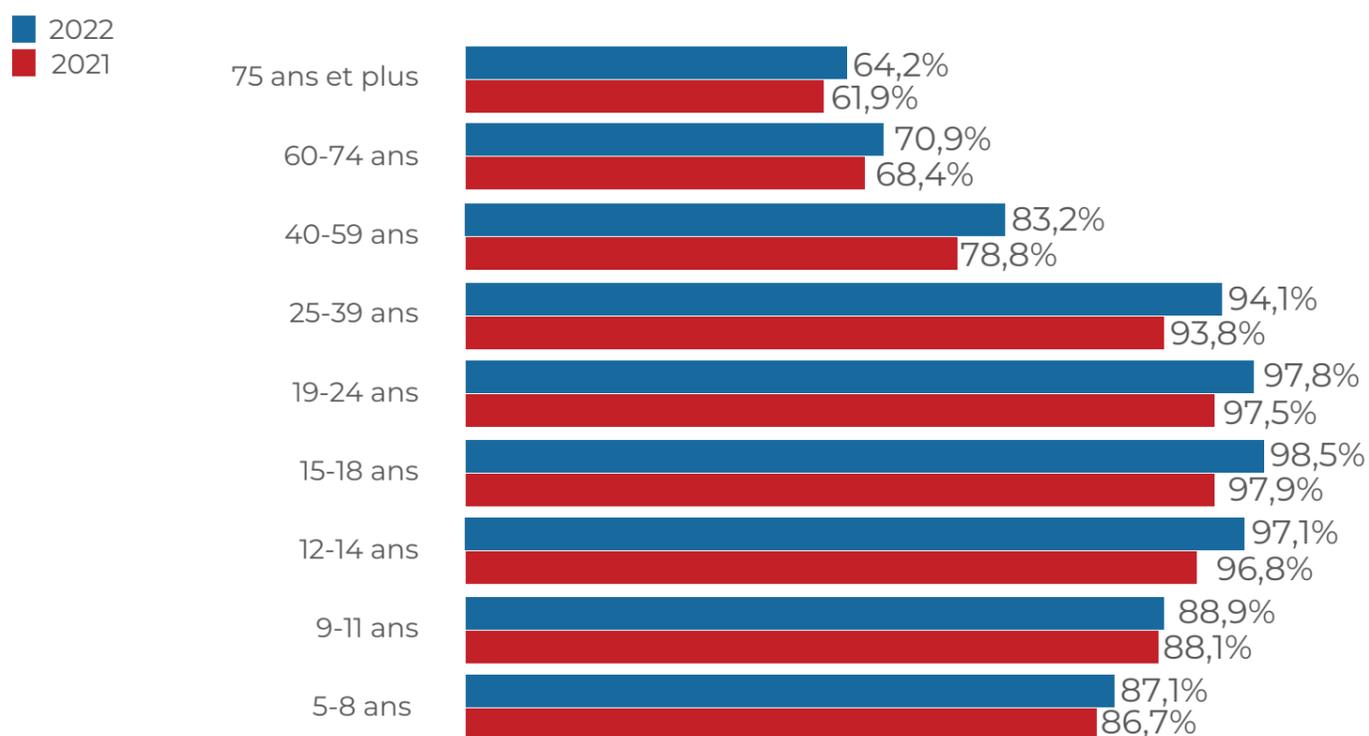
SMARTPHONE EQUIPMENT BY GENDER

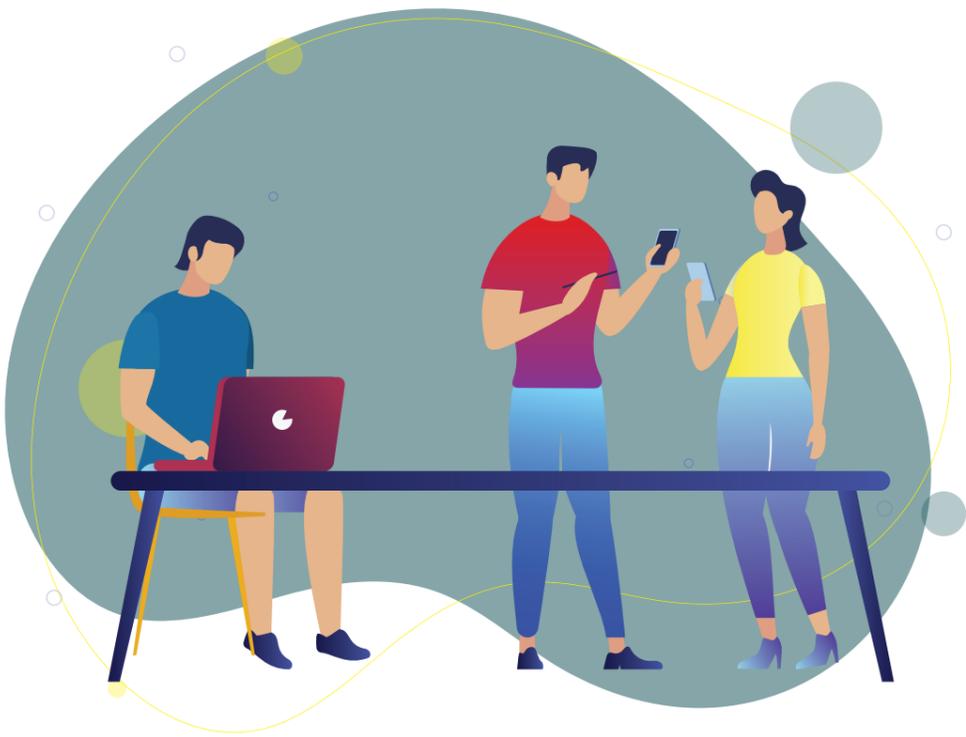
(Individuals aged 5 and over equipped with mobile telephony)



SMARTPHONE EQUIPMENT BY AGE

(Individuals aged 5 and over equipped with mobile telephony)





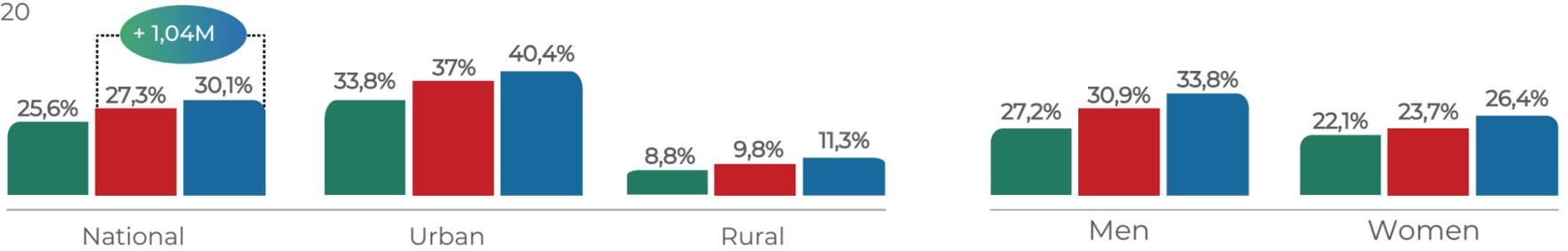
Computer and/or tablet equipment continues his upward trend, particularly in urban area

- The increase in the computer/tablet equipment rate concerns both men (+9%) and women (+11%).
- All age groups are affected by this growth.
- 23.6% of moroccans have a laptop, and only 2.5% a desktop.

COMPUTER EQUIPMENT AND / OR TABLETS

(Individuals aged 5 and over)

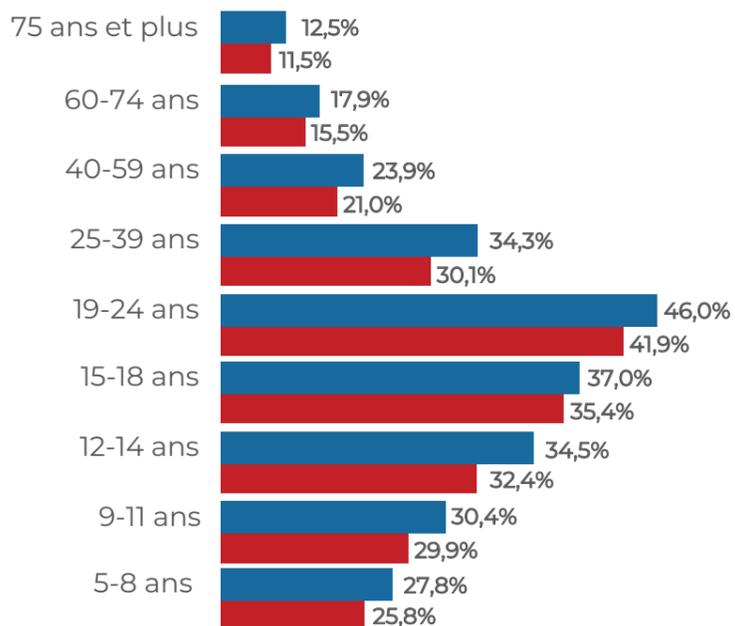
2022
2021
2020



EQUIPMENT WITH COMPUTERS AND / OR TABLETS BY AGE

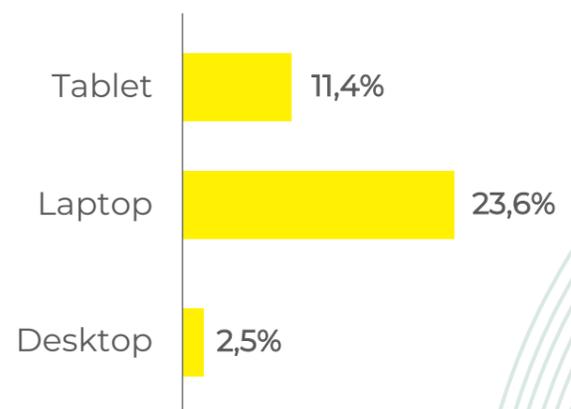
(Individuals aged 5 and over)

2022
2021



EQUIPMENT BY TYPE OF COMPUTER

(Individuals aged 5 and over)





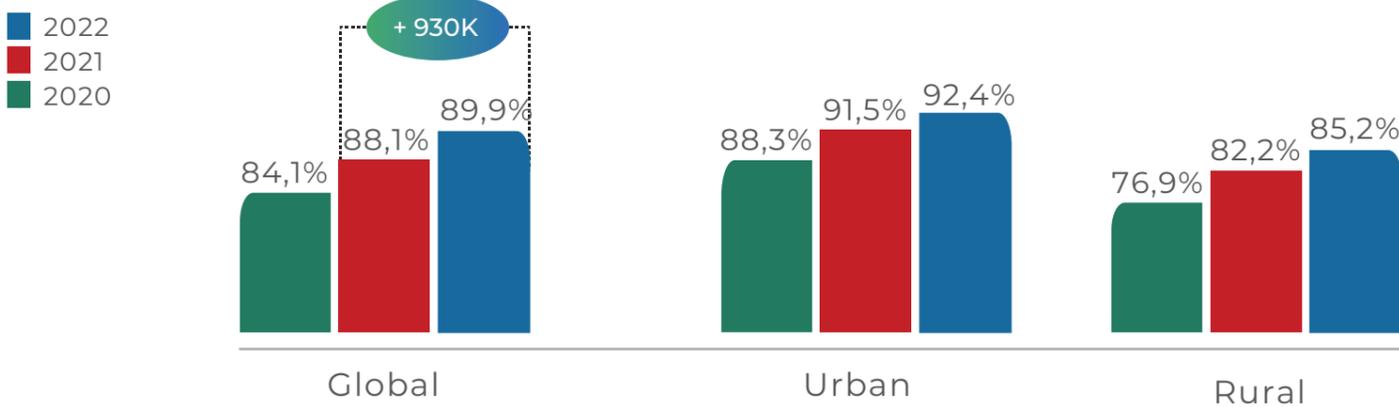
Internet use is becoming widespread

- The penetration rate is close to 100% among 15-24 years old.
- Among those aged 75 and over, it is only 40%.
- The increase in Internet use is greater in rural area than in urban area.

The number of Internet users is estimated at **30,3 millions.**

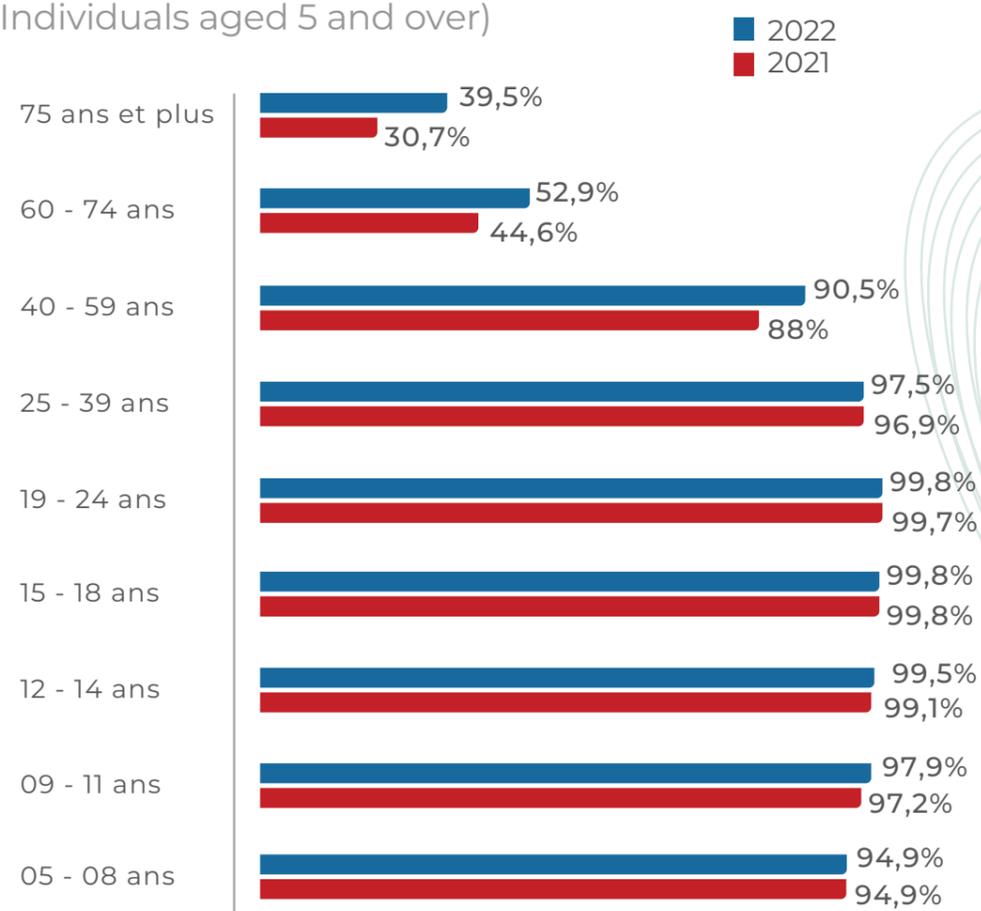
PROPORTION OF INTERNET USERS

(Individuals aged 5 and over)



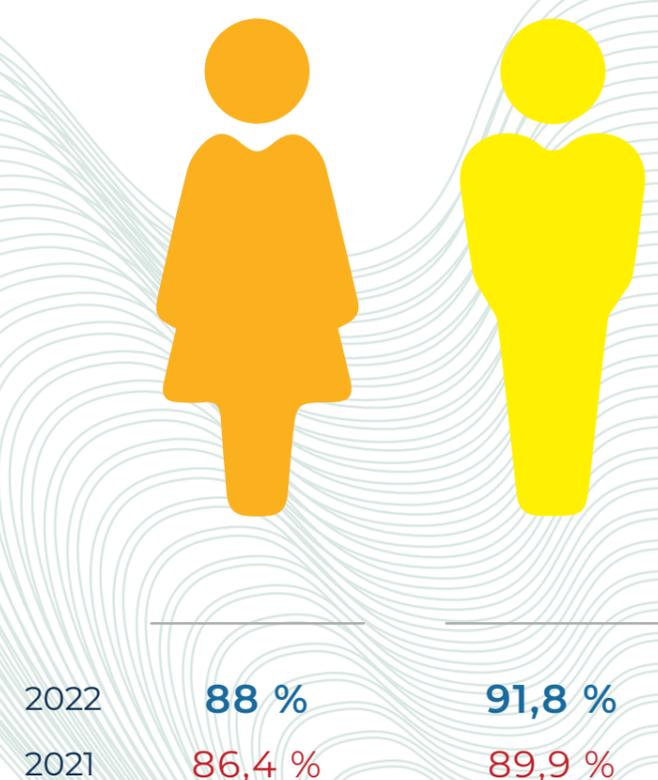
INTERNET USERS BY AGE GROUP

(Individuals aged 5 and over)



INTERNET USERS BY GENDER

(Individuals aged 5 and over)



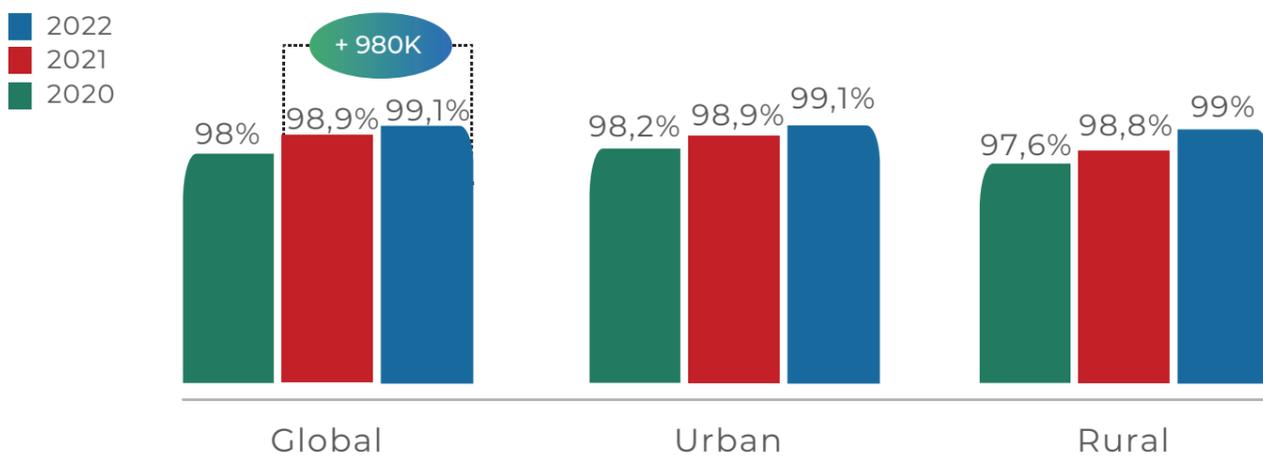


The participation of moroccan Internet users to social media platforms is almost general

- The participation to social media platforms in 2022 tends towards 100% among Internet users of all age categories (100% among 19-24 years old).
- The gender parity gap and between Urban/Rural areas is very narrow.

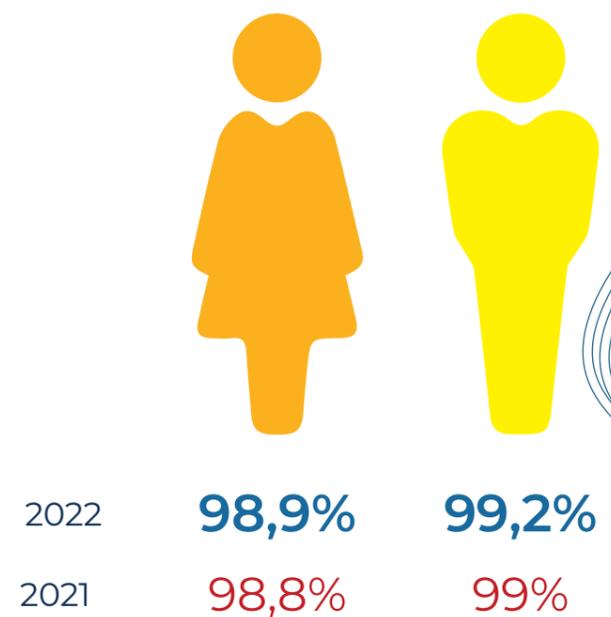
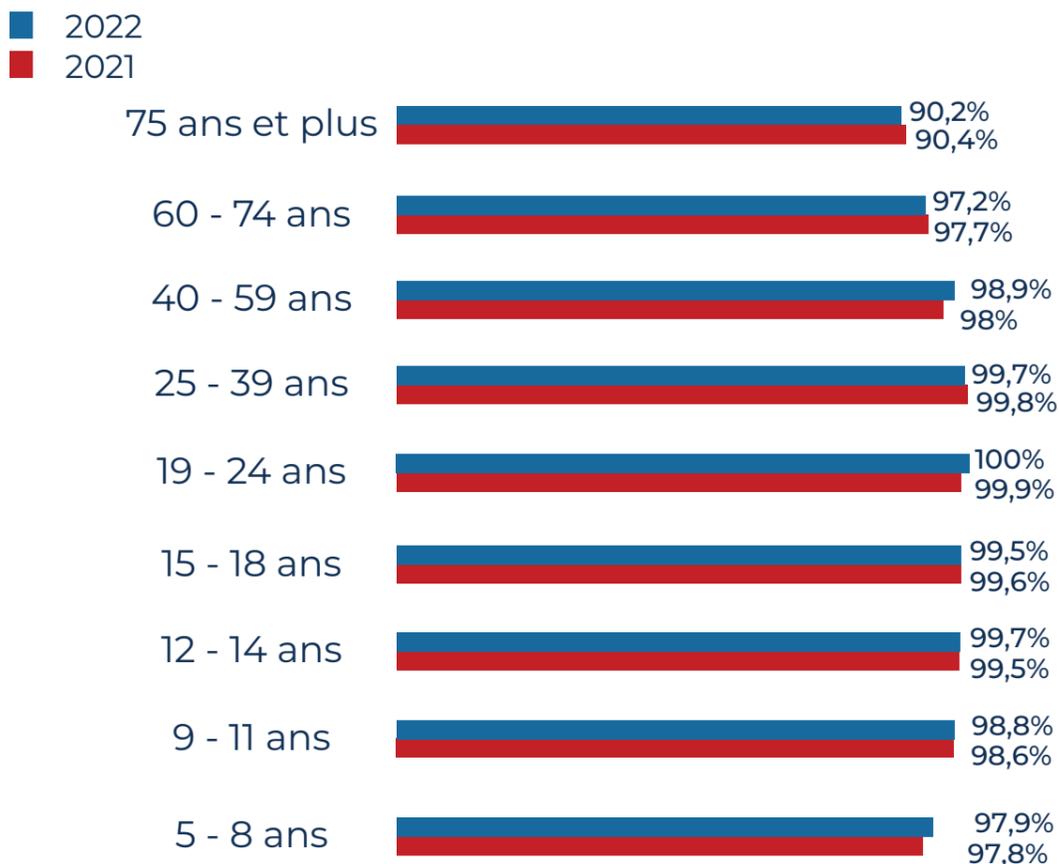
PARTICIPATION IN SOCIAL MEDIA

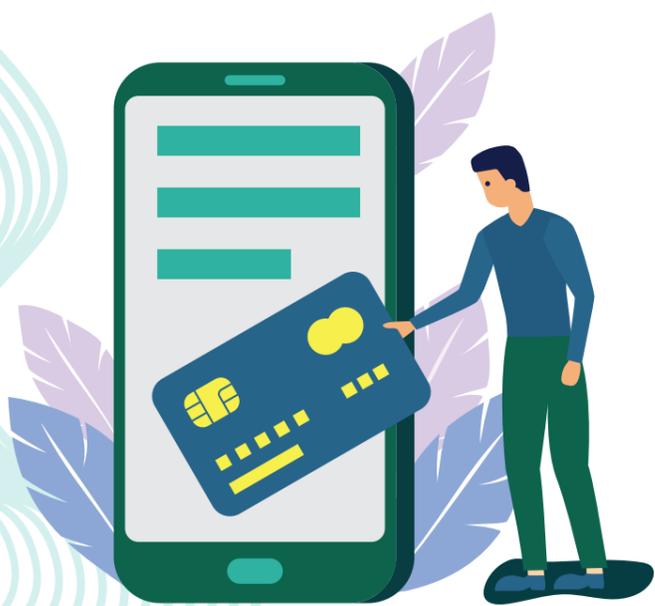
(Internet users aged 5 and over)



PARTICIPATION IN SOCIAL NETWORKS BY AGE AND GENDER

(Internet users aged 5 and over)





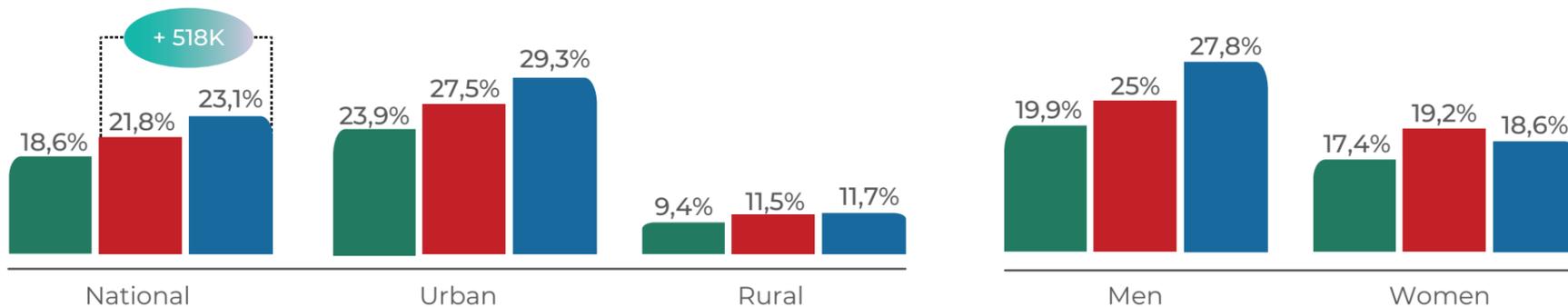
Online purchase practices know a growth trend (+6%)

- One in four Internet users made a purchase or placed an order online in 2022.
- 3 out of 4 Internet users made multiple purchases in the last three months of 2022 (between 2 and 5 transactions).

INDIVIDUALS WITH ONLINE PURCHASES / ORDERS

(Individuals aged 5 and over)

■ 2022
■ 2021
■ 2020



NUMBER OF PURCHASES / ORDERS CARRIED OUT ONLINE

(Individuals aged 5 and over who made online purchases in 2021)

■ Plus de 10 fois ■ 6 à 10 fois ■ 2 à 5 fois ■ Une fois

