

ICT EQUIPMENT AND USES BY HOUSEHOLDS AND INDIVIDUALS



ICT in Households

The survey covered a representative sample of 5,760 households.



Household mobile phone ownership is approaching 100%

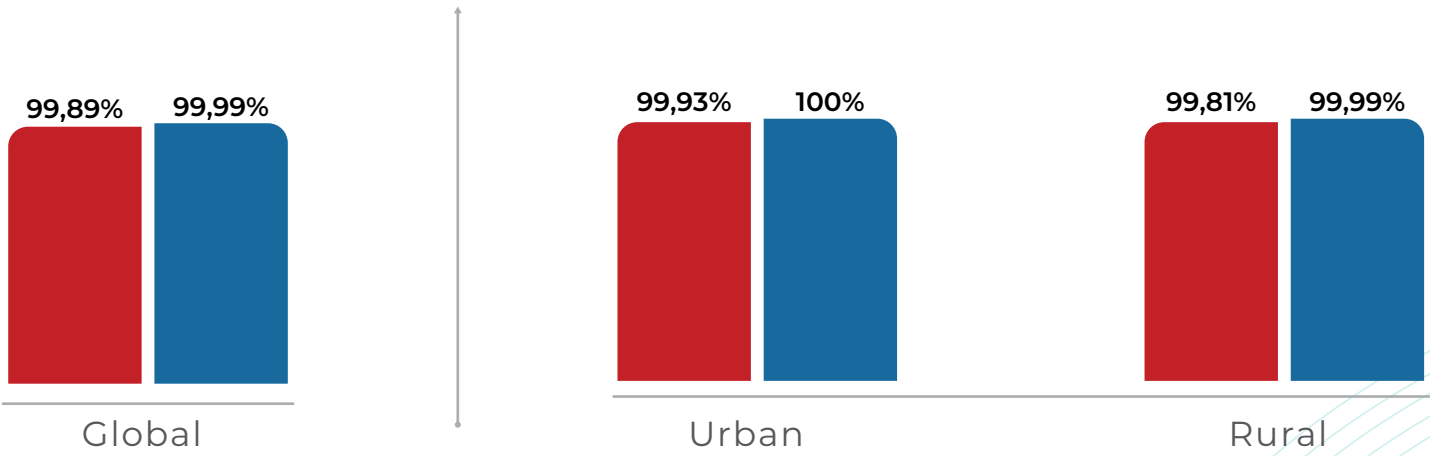
Mobile phones **are present** in 100% of urban Moroccan households.

Between 2019 and 2024, Smartphone ownership continues to grow in rural areas:

- ◆ Global : +4%
- ◆ Urban : +2,5%
- ◆ Rural : +6%

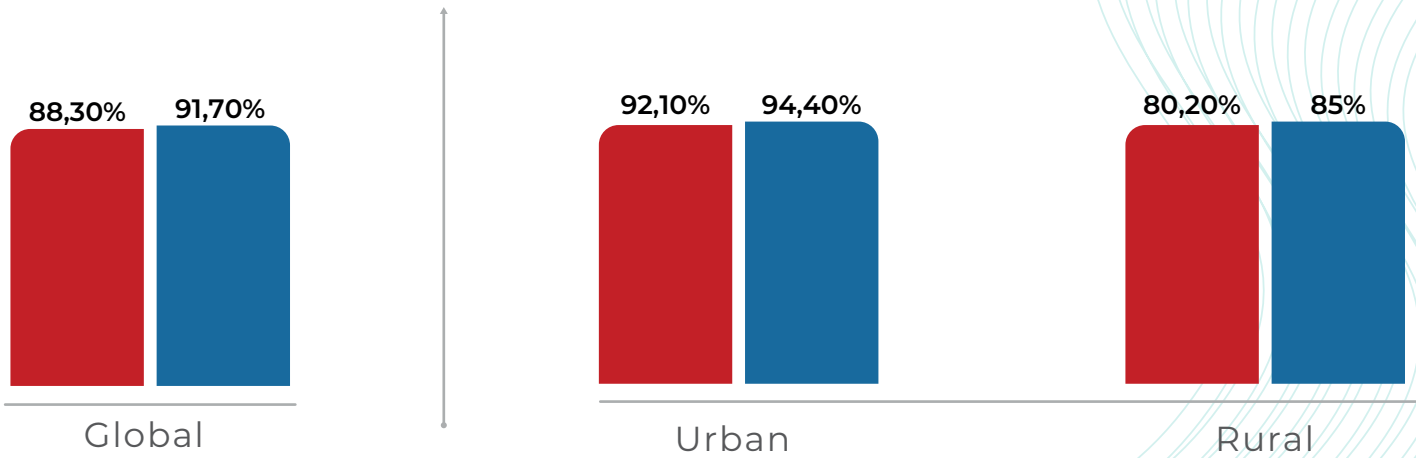
EQUIPMENT WITH MOBILE PHONE (Households)

2019
2024



EQUIPMENT WITH SMARTPHONE (Households)

2019
2024





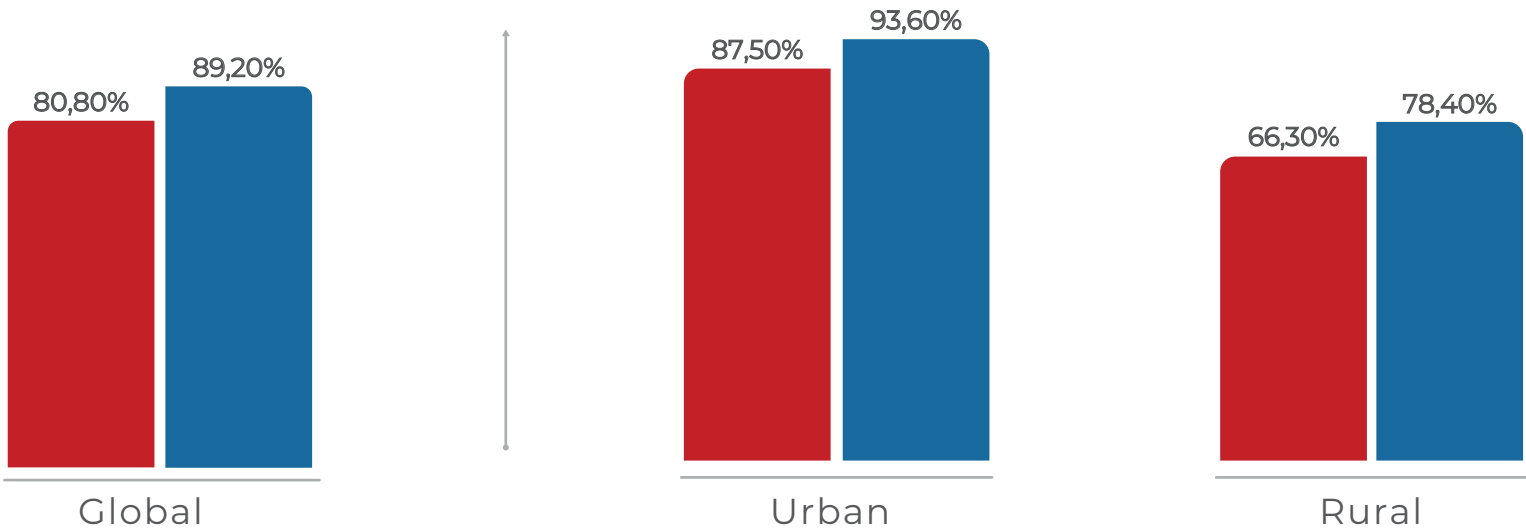
Household Internet access increases by more than 10%

From 2019 to 2024, the Internet access rate has seen sustained growth:

- ◆ Global : +9 points
- ◆ Urban : +6 points
- ◆ Rural : +12 points

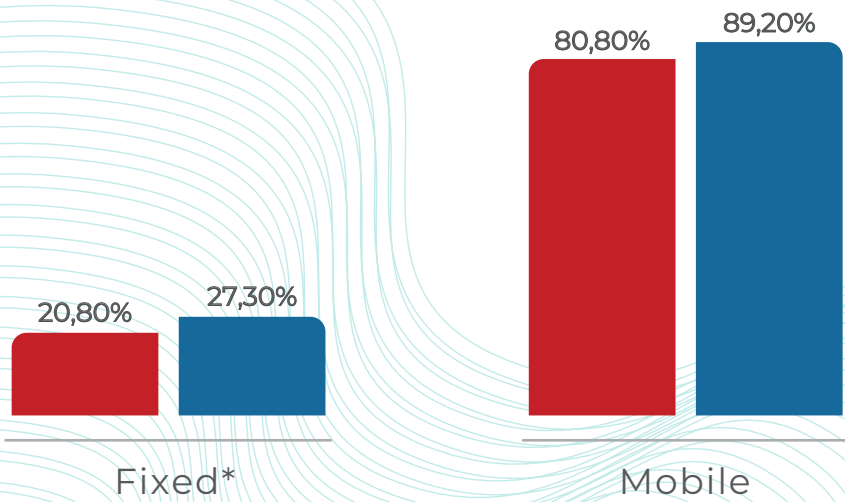
INTERNET EQUIPMENT (Households)

■ 2019
■ 2024



INTERNET ACCESS BY TYPE OF SERVICE (Households)

■ 2019
■ 2024



*Excluding 4G - FDD Box.

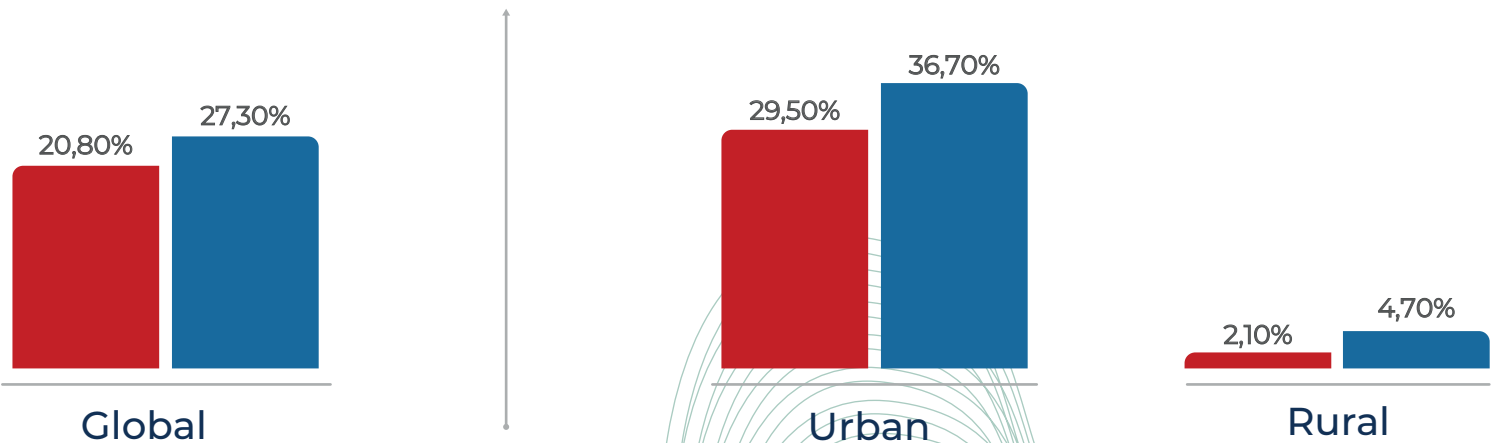


Moroccan households access to fixed Internet increases by over 31%

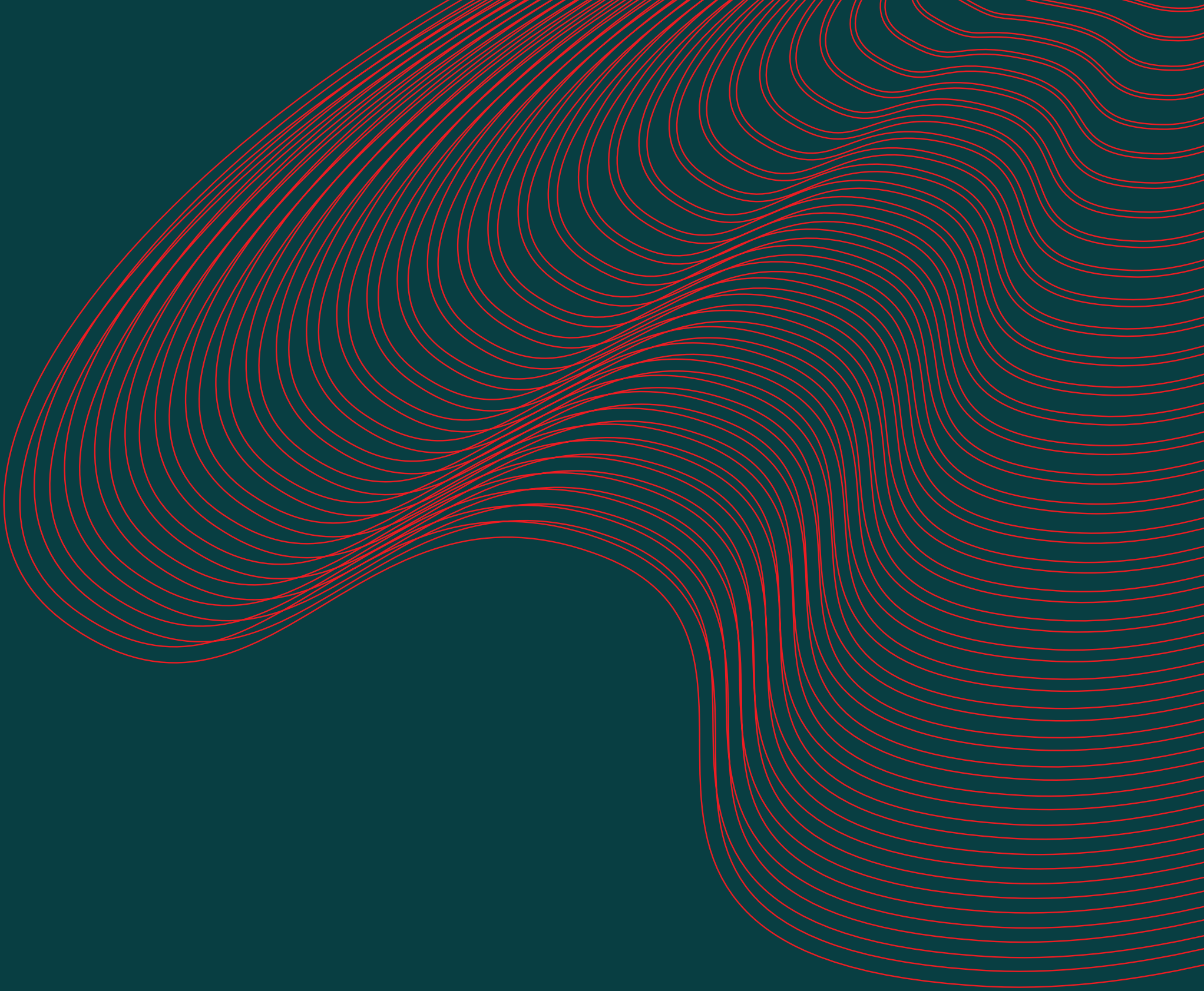
A significant increase in fixed Internet access in Morocco between 2019 and 2024, with a national rise of over 31%, representing 803,000 additional households. The increase is particularly notable in urban areas (+7.2 percentage points).

FIXED INTERNET EQUIPMENT* (Households)

2019
2024



* Excluding 4G - FDD Box.



ICT for Individuals

The survey covered a representative sample of 5,760 individuals aged 5 and above.

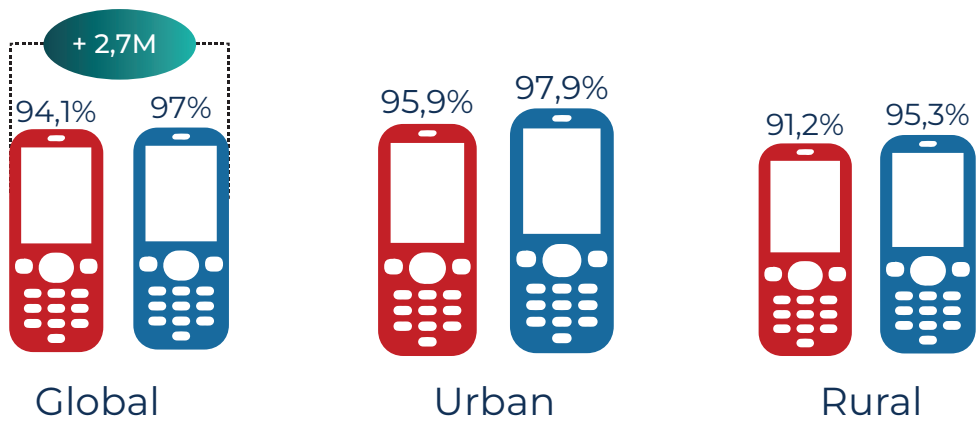
Individual mobile phone ownership increased by +3%



INDIVIDUALS EQUIPMENT WITH MOBILE PHONE

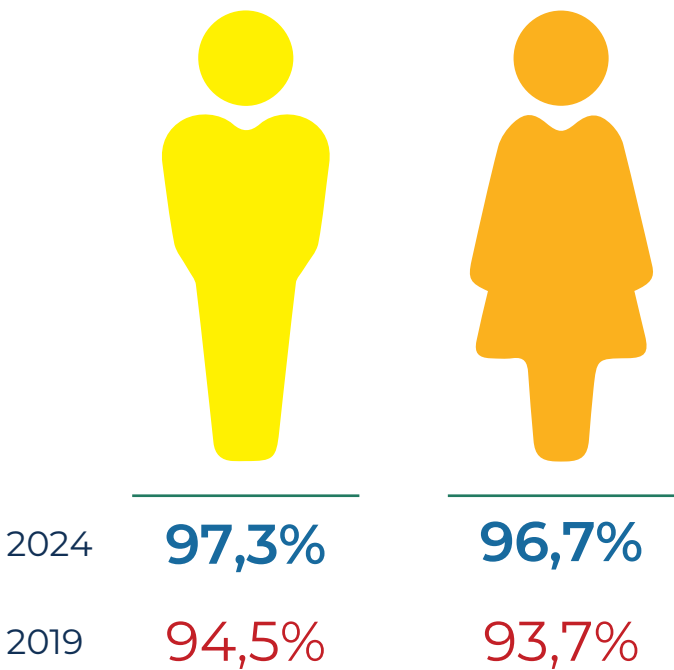
Individuals aged 5 and over

2019
2024



MOBILE PHONE EQUIPMENT BY GENDER

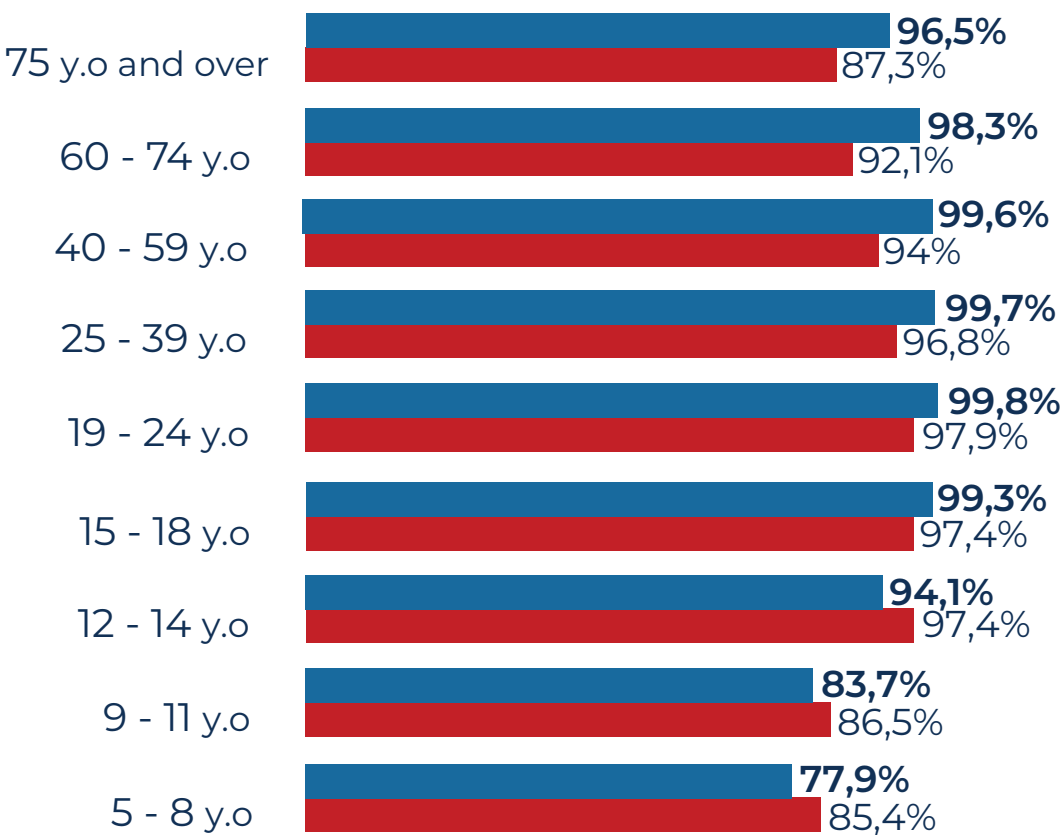
Individuals aged 5 and over

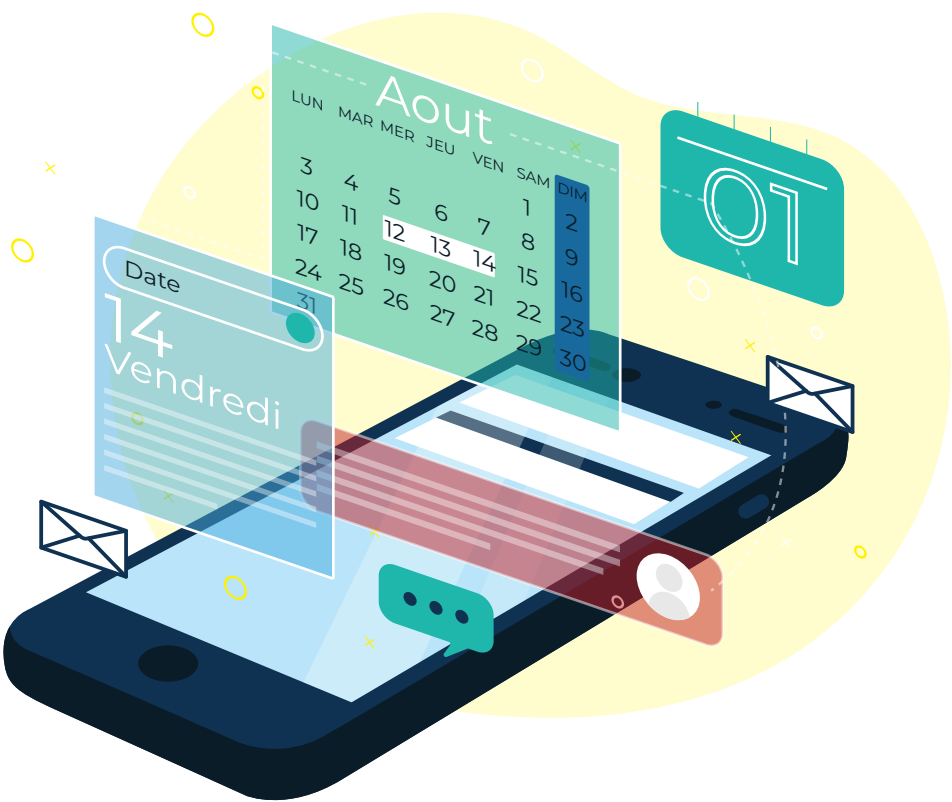


MOBILE PHONE EQUIPMENT BY AGE

Individuals aged 5 and over

2019
2024





In 2024, the smartphone devices are estimated at 32,5 million

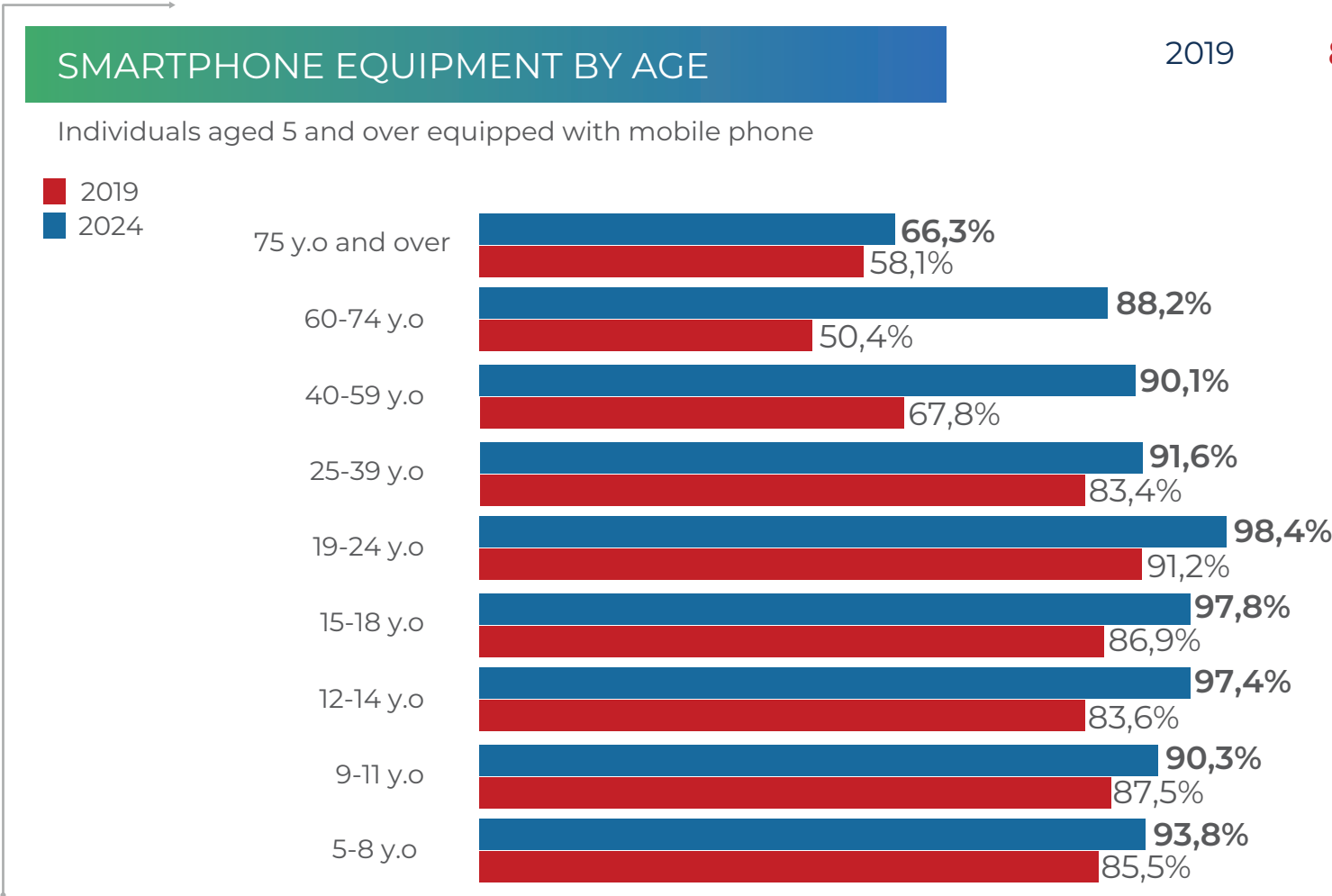
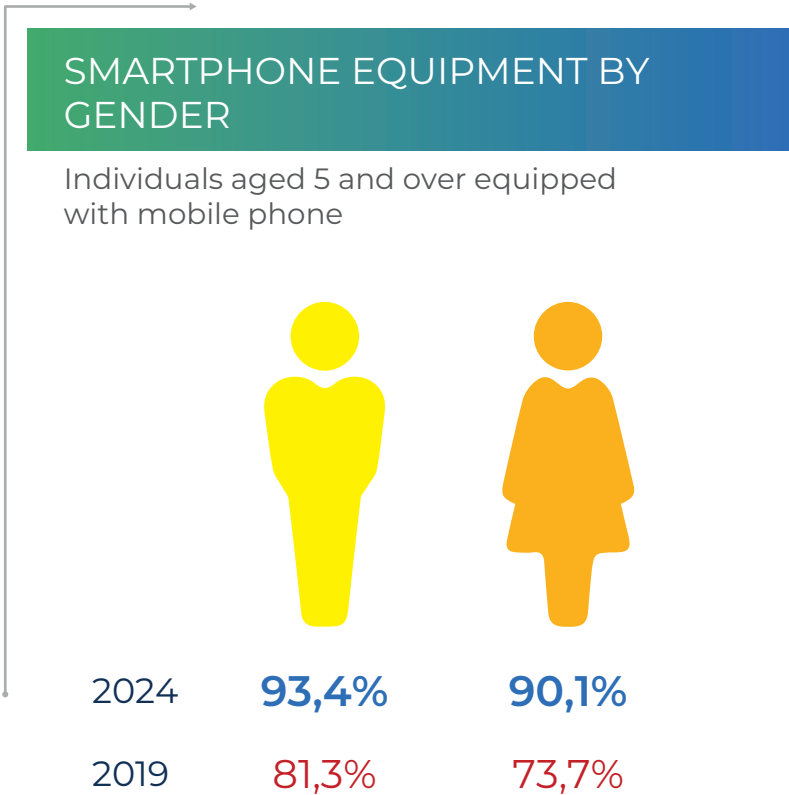
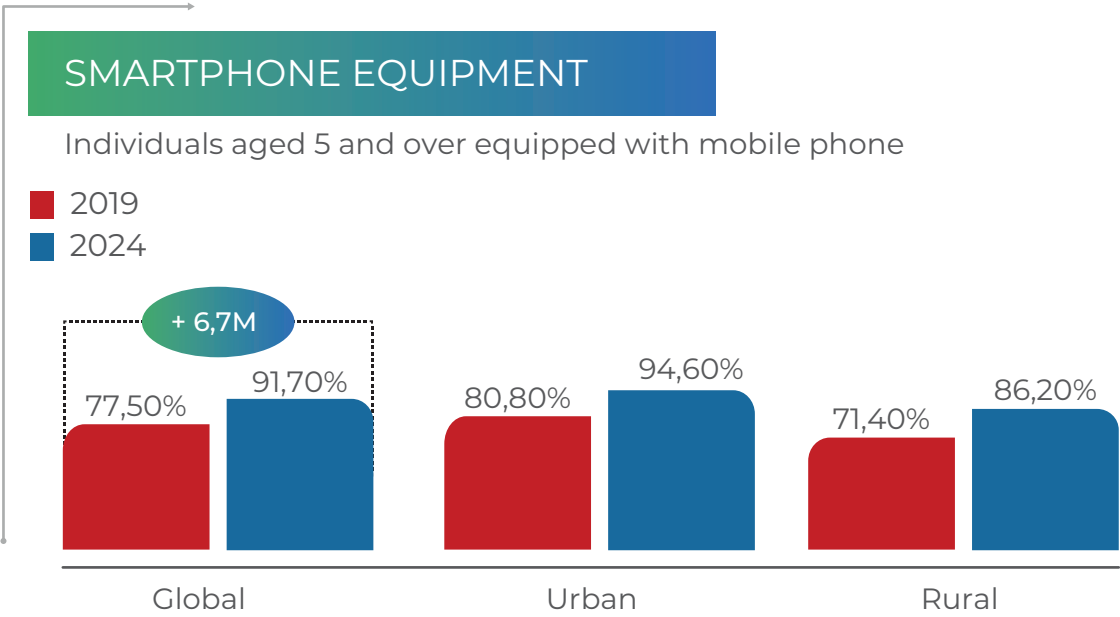
Individual smartphone ownership increased by 18% :

◆ Urban : +17%

◆ Rural : +21%

◆ Men : +15%

◆ Women: +22%





Computer and/or tablet equipment is increasing in both **urban and rural** areas.

- The upward trend in computer and/or tablet equipment is driven by digital natives:

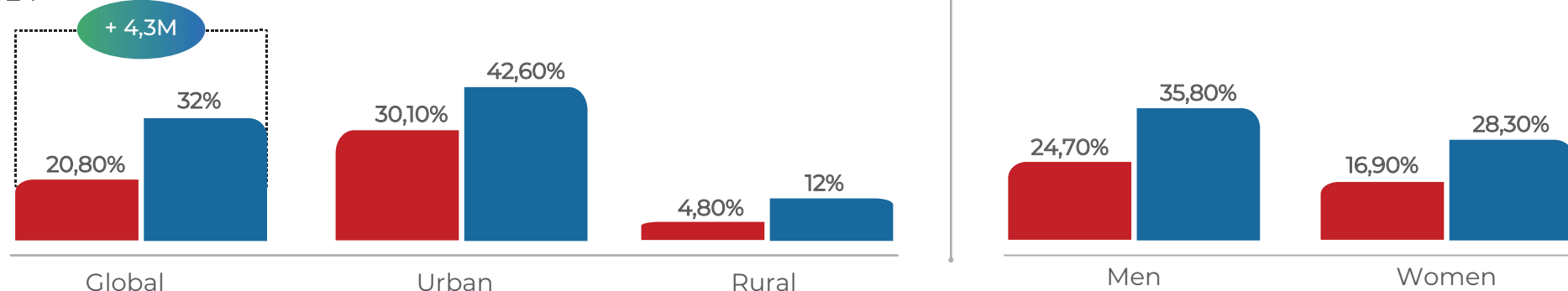
◆ 15-18 y.o : 45,8% ◆ 19-24 y.o : 50,2%

- The rate of progression is almost identical for the laptop and the tablet.

EQUIPMENT WITH COMPUTER AND / OR TABLETS

Individuals aged 5 and over

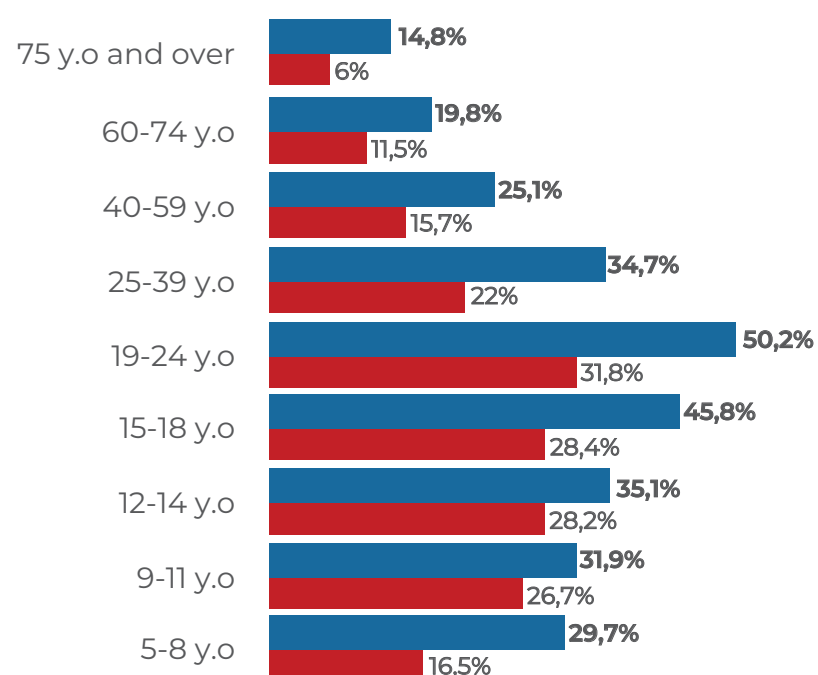
■ 2019
■ 2024



EQUIPMENT WITH COMPUTERS AND / OR TABLETS BY AGE

Individuals aged 5 and over

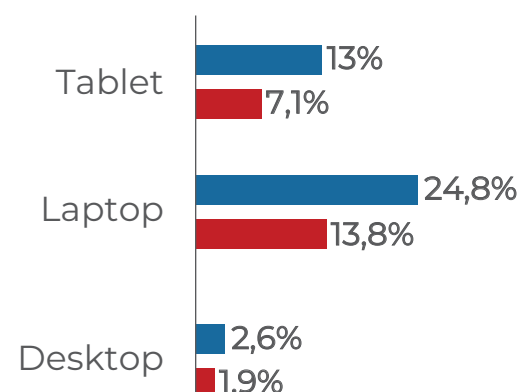
■ 2019
■ 2024



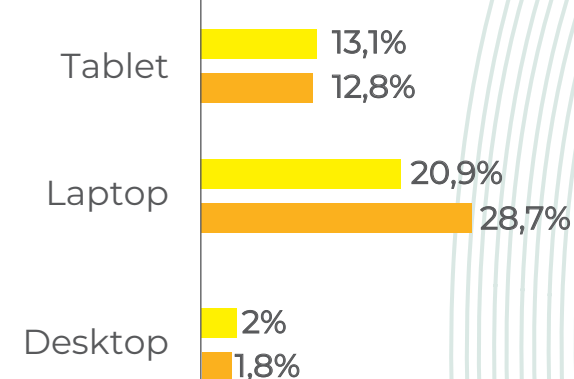
EQUIPMENT BY TYPE OF COMPUTER

Individuals aged 5 and over

■ 2019
■ 2024



■ Women
■ Men



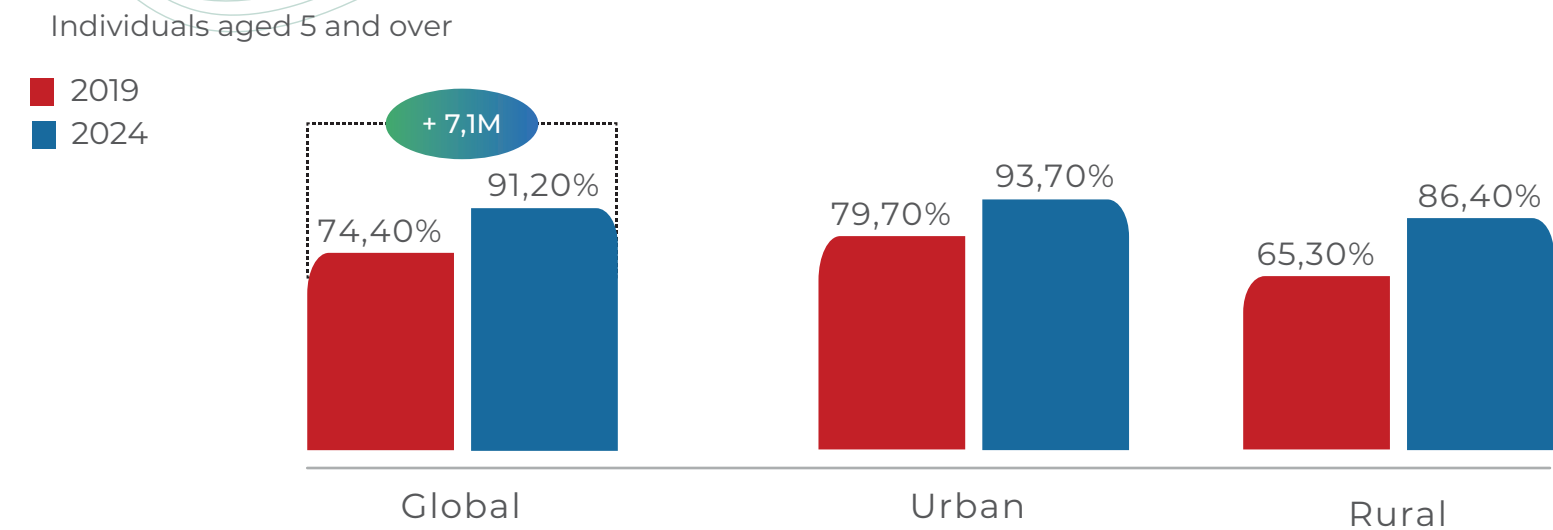


The number of Internet users in 2024 is estimated at 31,5 million

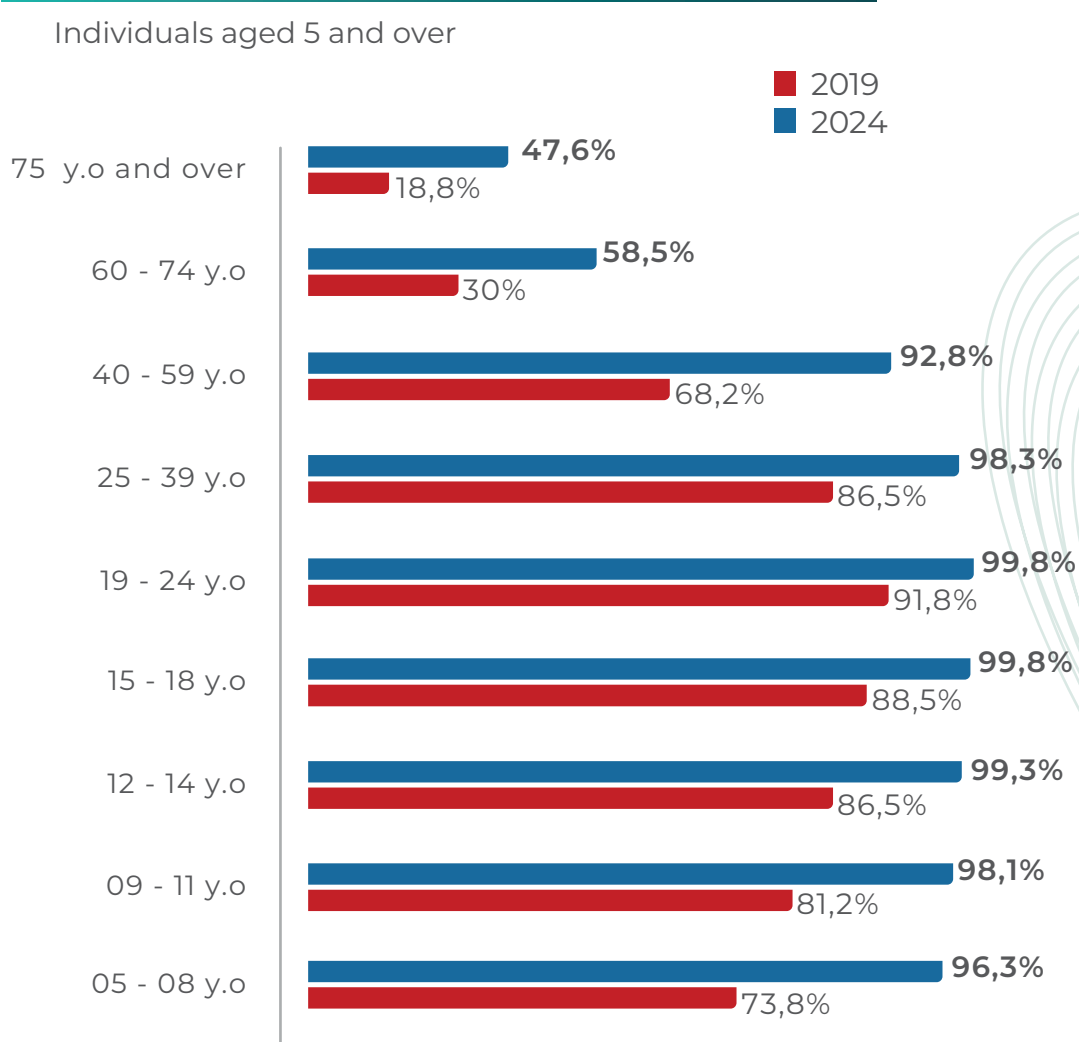
2019-2024 : the number of Internet users increases by 22,50%

- ◆ Urban : +18%
- ◆ Rural : +32%
- ◆ Men : +18%
- ◆ Women : +27%

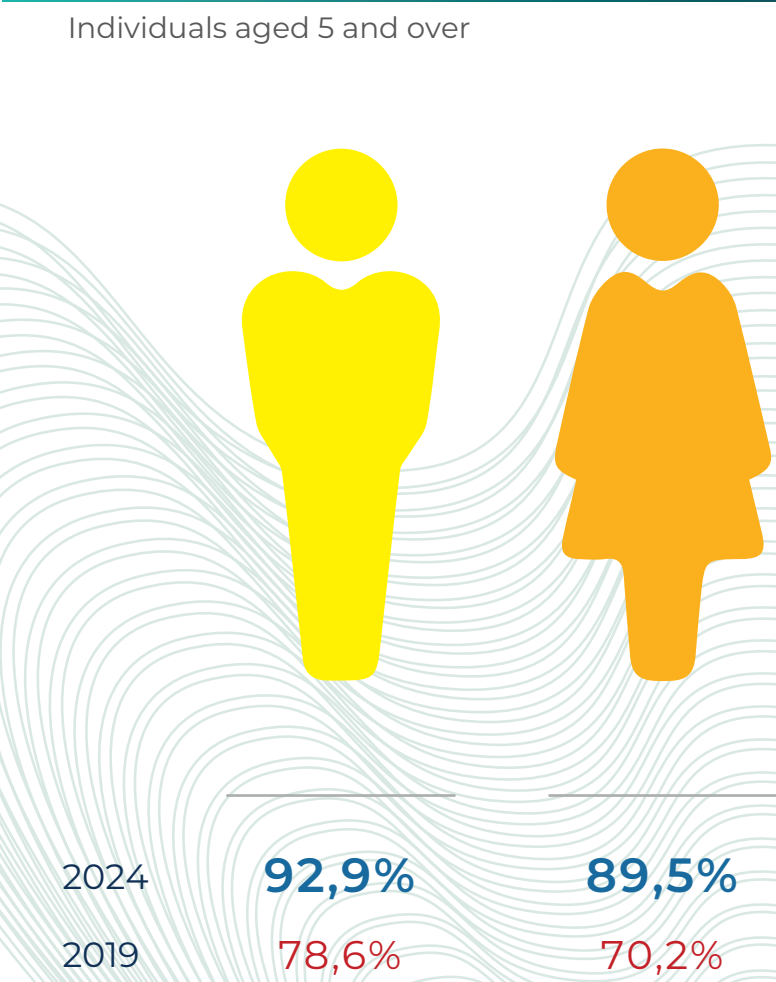
INTERNET USERS OVER THE LAST 3 MONTHS



INTERNET USERS BY AGE GROUP



INTERNET USERS BY GENDER





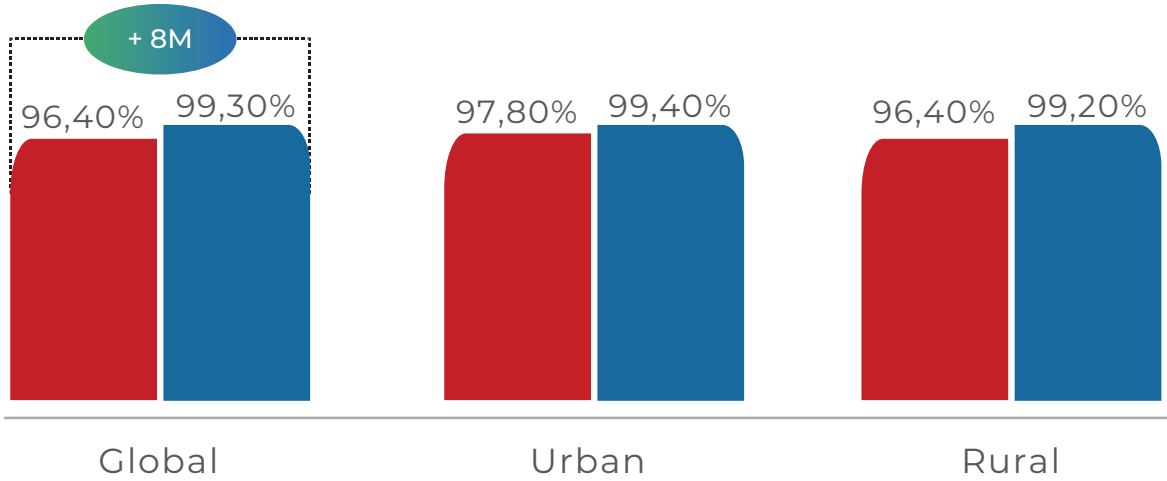
Social networks usage is becoming more widespread among moroccan Internet users

2019 - 2024 : Social networks attendance has increased with more than 8 million new users.
As matter of activity on social networks, gender parity is confirmed.

PARTICIPATION IN SOCIAL NETWORKS

Individuals aged 5 and over

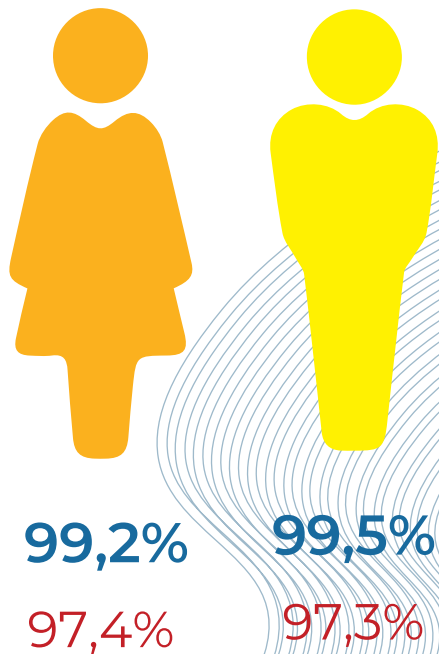
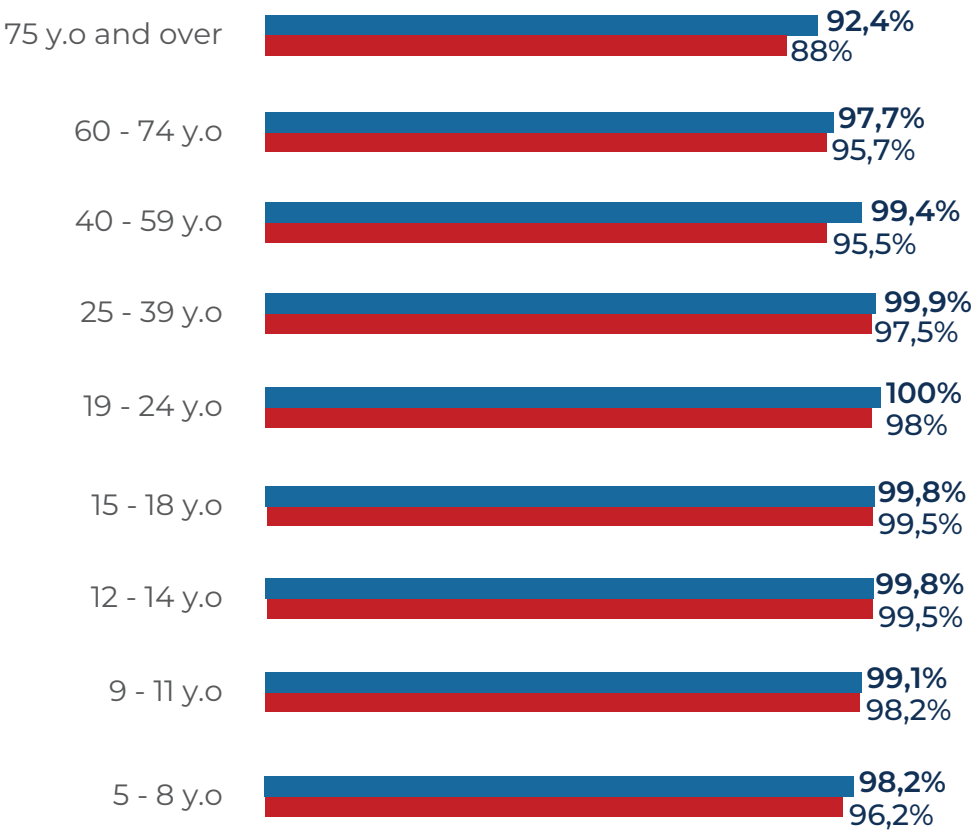
2019
2024



PARTICIPATION IN SOCIAL NETWORKS BY AGE AND GENDER

Individuals aged 5 and over

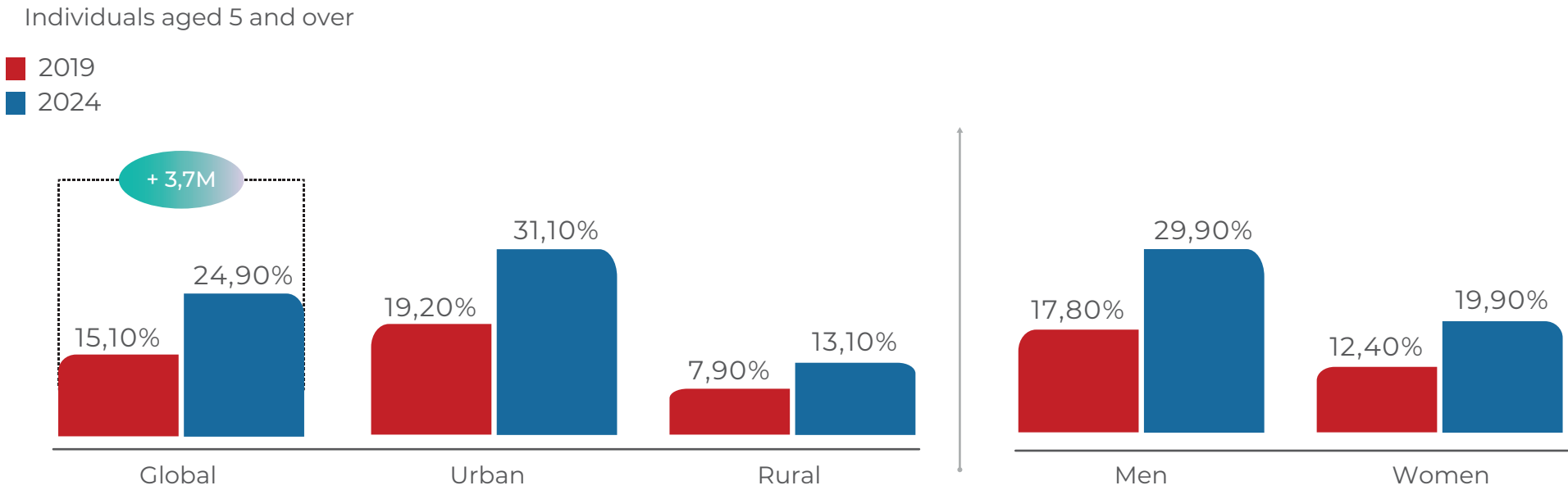
2019
2024





2019-2024 : Online shopping becomes more common among moroccans with +65% (+48% of individuals having made an online purchase/order 2 to 5 times)

INDIVIDUALS WITH ONLINE PURCHASES / ORDERS



FREQUENCY OF ONLINE PURCHASES / ORDERS

