Morocco - Country Brief
Global Talent Competitiveness Index (GTCI) 2025

Total population:	38.08 million
GDP:	US$ 144.438 billion
GDP (PPP) per capita:	US$ 10,181
	(98 out of 135 countries)
Country income level:	Lower-middle income
GTCI 2025 ranking:	98 (out of 135)

Global GTCI position

In GTCI 2025, Morocco is ranked 98th out of a sample of 135 countries (Figure 1). When it comes to sub-pillars, the strongest showings of Morocco relate to Market Landscape, Business and Labour Landscape and Regulatory Landscape, among others. Still, more could be done to improve the economy's performances in the Mid-level Skills, Internal Openness and Employability sub-pillars.

Figure 1: Morocco global ranking (GTCI sample of 135 countries)

Note: VT Skills = Vocational and Technical Skills; GA Skills = Generalist Adaptive Skills.

Comparison with different groups of countries

Morocco is situated in Northern Africa and Western Asia and is classified as Lower-middle income. Within its region, the country is ranked 18th out of 19 countries (Table 1).

Morocco is ranked 13th within the group of Lower-middle income countries (implying that 63 percent of countries rank lower).

Table 1: Morocco performance vs. income groups and regions

Comparison group	Top 3 scorers of the group	Score GAP: Morocco score minus group highest score	Share of countries in the group ranked below Morocco
Region			
Central and Southern Asia	Uzbekistan, Kazakhstan, Kyrgyzstan	-8.8	50%
Eastern, Southeastern Asia and Oceania	Singapore, Australia, New Zealand	-38.8	19%
Europe	Switzerland, Denmark, Finland	-38.6	0%
Latin America and the Caribbean	Chile, Uruguay, Costa Rica	-18.1	17%
Northern Africa and Western Asia	Israel, United Arab Emirates, Cyprus	-25.6	5%
Northern America	United States of America, Canada	-34.9	0%
Sub-Saharan Africa	Mauritius, Seychelles, South Africa	-15.2	81%
Income group			
High income	Singapore, Switzerland, Denmark	-38.8	0%
Upper-middle income	Georgia, Malaysia, Mauritius	-16.4	6%
Lower-middle income	Uzbekistan, Jordan, Philippines	-8.8	63%
Low income	Rwanda, Malawi, Gambia	0.6	100%

Comparison with group of competitors

Morocco's group of competitors is defined as countries located in Northern Africa. It comprises a group of 4 economies. Figure 2 plots how Morocco fares against each competitor in terms of GTCI score and GDP per capita.

As can be seen, Morocco's GTCI score and GDP per capita are both lower than the corresponding medians of its group of competitors. Thus, the country’s talent competitiveness is not in line with what would be expected given its income level.

Figure 2: GTCI score and GDP per capita (log) of Morocco and its identified competitors

Note: Bubble size indicates country population.

Performance against its income group and region

Lower-middle-income countries

Morocco is ranked 13th in the group of lower-middle-income countries (Figure 3, left panel). In terms of pillar performance, it has a higher score than the income group average in four of the six pillars: GTCI, Enable, Attract, Retain and GA. At the sub-pillar level, it outperforms lower-middle-income countries in nine of the fourteen sub-pillars: Regulatory Landscape, Market Landscape, Business Labour Landscape, External Openness, Formal Education, Access Growth Opportunities, Lifestyle, Highlevel Skills and Talent Impact.

Northern Africa and Western Asia

Morocco is ranked 18th within Northern Africa and Western Asia (Figure 3, right panel). It lags behind its region in each of the six pillars. With regard to sub-pillars, it outperforms the average in Northern Africa and Western Asia in one of the fourteen sub-pillars: Market Landscape.

Figure 3: Morocco pillar scores vs. averages of relevant income group and region

Note: VT Skills = Vocational and Technical Skills; GA Skills = Generalist Adaptive Skills.

Longer-term trends in talent competitiveness

Across all GTCI editions from 2015 to 2025, Morocco's ranking ranges from 100th to 99th place (see Figure 4). During GTCI 2020-GTCI 2025, Morocco ranks 98 out of a total 134 countries (on average), which is a decline from the average rank of 94 in GTCI 2015-GTCI 2019.

Figure 4: Evolution of GTCI rank for Morocco, 2015-2025

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