

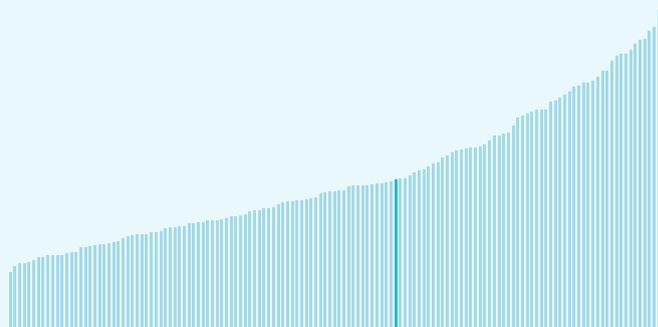
Global Innovation Index 2025



Morocco ranking in the Global Innovation Index 2025

Morocco ranks **57th** among the 139 economies featured in the GII 2025.

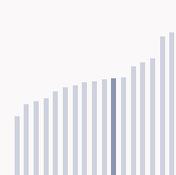
The Global Innovation Index (GII) ranks world economies according to their innovation capabilities. Consisting of roughly 80 indicators, grouped into innovation inputs and outputs, the GII aims to capture the multi-dimensional facets of innovation.



Morocco ranks 4th among the 37 Lower middle-income group economies.



Morocco ranks 8th among the 18 economies in Northern Africa and Western Asia.



> Morocco GII Ranking (2020-2025)

The table shows the rankings of Morocco over the past six years. Data availability and changes to the GII model framework influence year-on-year comparisons of the GII rankings. The statistical confidence interval for the ranking of Morocco in the GII 2025 is between ranks 53 and 61.

Year	GII Position	Innovation Inputs	Innovation Outputs
2020	75th	85th	69th
2021	77th	84th	67th
2022	67th	87th	56th
2023	70th	90th	55th
2024	66th	89th	47th
2025	57th	77th	51st

Morocco performs better in innovation outputs than innovation inputs in 2025.

This year Morocco ranks 77th in innovation inputs. This position is higher than last year.

Morocco ranks 51st in innovation outputs. This position is lower than last year.

Morocco has no clusters in the world's top innovation clusters of the Global Innovation Index.

Global Innovation Index 2025



> Global Innovation Tracker

The Global Innovation Tracker 2025 shows what is the current state of innovation in Morocco, how rapidly is technology being embraced and what are the resulting societal impacts.



For Morocco, 6 indicators have improved in the short-term and 3 indicators have worsened.

Science and innovation investment

	Scientific publications	R&D investments	Venture capital deal numbers	International patent filings
Short term	▲ 14.6 % 2023 - 2024	n/a	▼ -18.2 % 2023 - 2024	▲ 60.9 % 2023 - 2024
Long term (annual growth)	▲ 13.8 % 2014 - 2024	n/a	▲ 37.7 % 2020 - 2024	▲ 2.1 % 2014 - 2024

Technology adoption

	Safe sanitation	Connectivity		Robots	Electric vehicles
		Fixed broadband	5G		
Short term	▼ -1.3% 2023 - 2024	▲ 9.6% 2022 - 2023	n/a	▲ 3.2% 2022 - 2023	n/a
Long term (annual growth)	▼ -1.7% 2014 - 2024	▲ 12.1% 2013 - 2023	n/a	▲ 23.5% 2013 - 2023	n/a
Penetration	8.4 per 100 inhabitants in 2024	7 per 100 inhabitants in 2023	n/a	n/a	n/a

Socioeconomic impact

	Labor productivity	Life expectancy	Temperature change
Short term	▲ 2.5 % 2023 - 2024	▲ 0.2 % 2022 - 2023	+ 2.7 °C 2024
Long term (annual growth)	▲ 2.5 % 2014 - 2024	▲ 0.4 % 2013 - 2023	+ 1.7 °C 2014
Level	37,922.9 USD in 2024	75.3 years in 2023	n/a

Notes: Not all indicators of the Global Innovation Tracker are used to calculate the Global Innovation Index. Long-term annual growth refers to the compound annual growth rate (CAGR) over the indicated period. For each variable, a one-year growth rate is set for the short run, and ten-year CAGR is set for the long run; time windows might differ when gaps exist in data availability. The end period corresponds to the most recent available observation, which may differ among countries. Temperature change is an exception: it indicates the change in degrees Celsius with respect to the average temperature in the countries, from 1951–1980. Figures are rounded.

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Expected vs. Observed Innovation Performance

The bubble chart below shows the relationship between income levels (GDP per capita) and innovation performance (GII score). The trend line gives an indication of the expected innovation performance according to income level. Economies appearing above the trend line are performing better than expected and those below are performing below expectations.



Relative to GDP Morocco performs above expectations for its level of development.

> Innovation overperformers relative to their economic development



Global Innovation Index 2025



Effectively translating innovation investments into innovation outputs

The chart below shows the relationship between innovation inputs and innovation outputs. Economies above the line are effectively translating costly innovation investments into more and higher-quality outputs.



Morocco produces more innovation outputs relative to its level of innovation investments.

> Relationship between innovation inputs and outputs

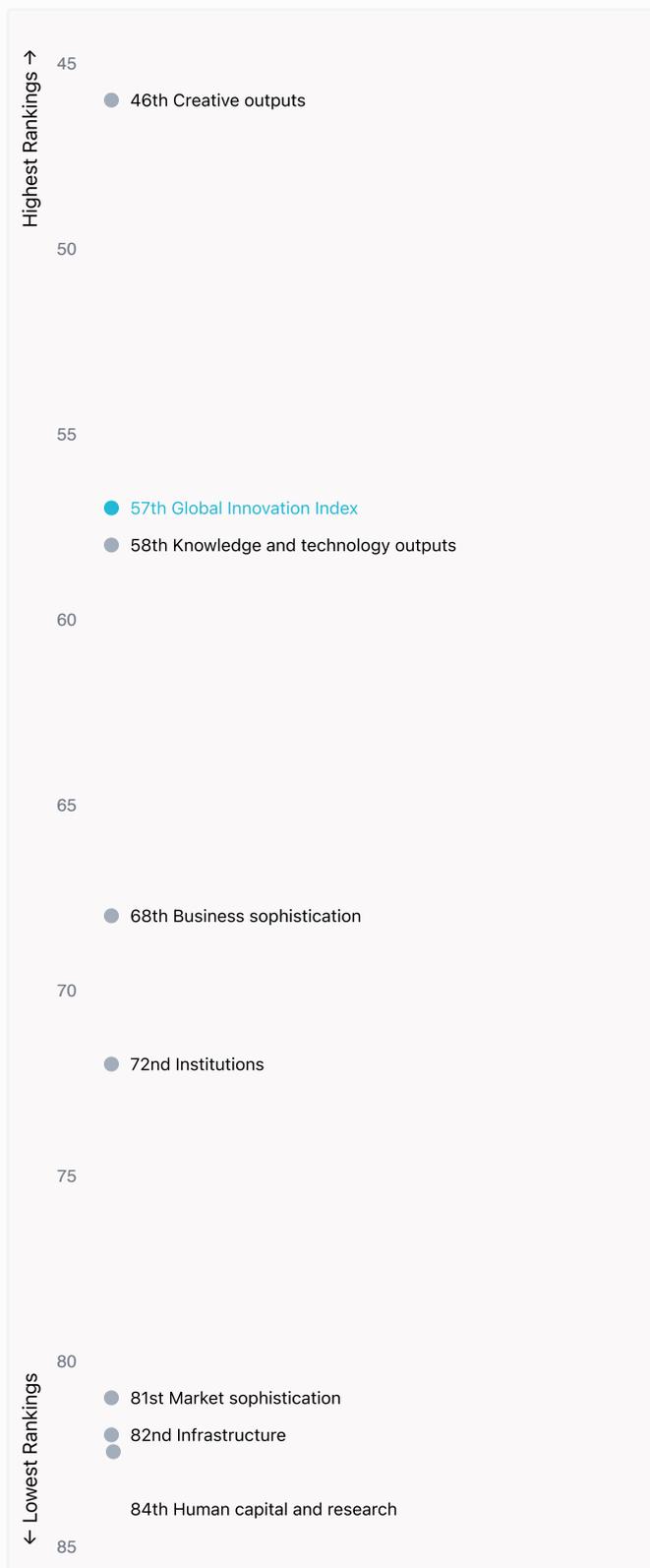


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Overview of Morocco's rankings in the seven areas of the GII in 2025

The chart shows the ranking for each of the seven areas that the GII comprises. The strongest areas for Morocco are those that rank above the GII (shown in blue) and the weakest are those that rank below.



Highest Rankings

Morocco ranks highest in Creative outputs (46th).



Lowest Rankings

Morocco ranks lowest in Human capital and research (84th), Infrastructure (82nd) and Market sophistication (81st).



The full WIPO Intellectual Property Statistics profile for Morocco can be found on <https://www.wipo.int/edocs/statistics-country-profile/en/ma.pdf>

Global Innovation Index 2025



Benchmark of Morocco against other economy groupings for each of the seven areas of the GII Index



Lower middle-income economies

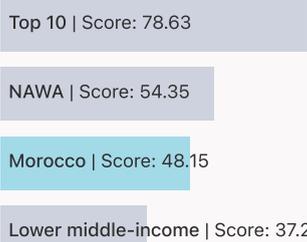
Morocco performs above the Lower middle-income group average in all pillars.



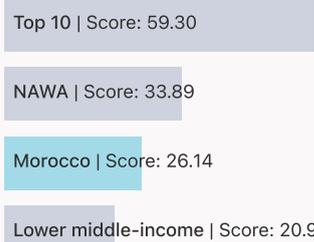
Northern Africa and Western Asia

Morocco performs above the regional average in Knowledge and technology outputs, Creative outputs.

Institutions



Human capital and research



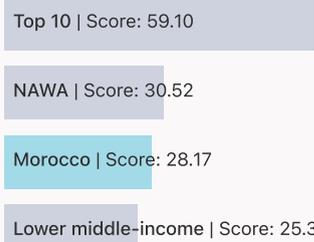
Infrastructure



Market sophistication



Business sophistication



Knowledge and technology outputs



Creative outputs



Global Innovation Index 2025



Innovation strengths and weaknesses in Morocco

The table below gives an overview of the indicator strengths and weaknesses of Morocco in the GII 2025.



Morocco's best-ranked innovation strengths are **Industrial designs by origin/bn PPP\$ GDP** (rank 6), **High-tech manufacturing, %** (rank 12) and **Expenditure on education, % GDP** (rank 16).

Strengths

Rank	Code	Indicator name
6	7.1.4	Industrial designs by origin/bn PPP\$ GDP
12	6.2.4	High-tech manufacturing, %
16	2.1.1	Expenditure on education, % GDP
24	6.2.1	Labor productivity growth, %
24	7.1.2	Trademarks by origin/bn PPP\$ GDP
25	1.3.1	Policy stability for doing business [†]
27	3.2.3	Gross capital formation, % GDP
34	4.1.2	Domestic credit to private sector, % GDP
38	6.3.4	ICT services exports, % total trade
39	3.3.1	GDP/unit of energy use

Weaknesses

Rank	Code	Indicator name
112	5.2.1	Public research–industry co-publications, %
111	6.3.1	Intellectual property receipts, % total trade
104	2.1.5	Pupil–teacher ratio, secondary
82	2.1.4	PISA scales in reading, maths and science
80	2.3.4	QS university ranking, top 3*
80	5.2.3	University industry & international engagement, top 5*
60	7.2.3	Entertainment and media market/th pop. 15–69
53	6.2.2	Unicorn valuation, % GDP
44	2.3.3	Global corporate R&D investors, top 3, mn USD

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Morocco's innovation system

As far as practicable, the plots below present unscaled indicator data.

> Innovation inputs in Morocco



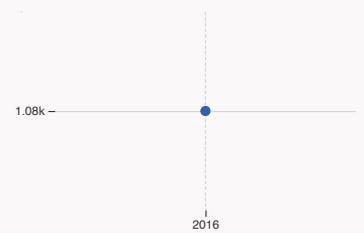
2.1.1 Expenditure on education

was equal to 6.02 % GDP in 2023, up by 0.11 percentage points from the year prior – and equivalent to an indicator rank of 16.



2.2.2 Graduates in science and engineering

was equal to 24.57 % of total graduates in 2023, down by 2.65 percentage points from the year prior – and equivalent to an indicator rank of 45.



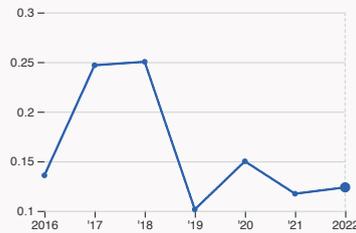
2.3.1 Researchers

was equal to 1083.43 FTE per million population in 2016 – and equivalent to an indicator rank of 52.



2.3.4 QS university ranking

The country does not have any universities in the QS world universities ranking in 2024.



4.3.2 Domestic industry diversification

was equal to an index score of 0.124 in 2022, up by 5.47% from the year prior – and equivalent to an indicator rank of 44.

Global Innovation Index 2025

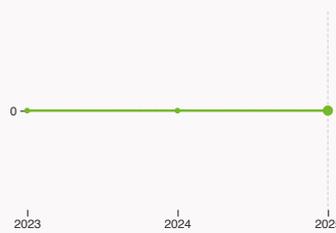


> Innovation outputs in Morocco



6.1.1 Patents by origin

was equal to 310 patents in 2023, up by 26.02% from the year prior – and equivalent to an indicator rank of 62.



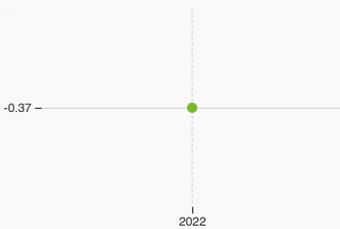
6.2.2 Unicorn valuation

The country does not have unicorns in 2025.



6.2.4 High-tech manufacturing

was equal to 35.02 high-tech manufacturing output in billion USD in 2022, up by 19.2% from the year prior – and equivalent to an indicator rank of 12.



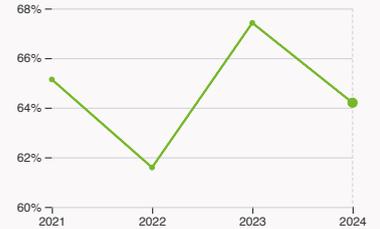
6.3.2 Production and export complexity

was equal to a score of -0.37 in 2022 – and equivalent to an indicator rank of 85.



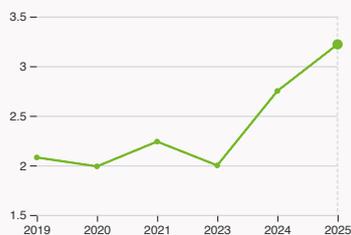
6.3.3 High-tech exports

was equal to 1.73 billion USD in 2023, up by 23.57% from the year prior – and equivalent to an indicator rank of 55.



7.1.1 Intangible asset intensity, top 15

was equal to 64.2 % for the top 15 companies in 2024, down by 3.22 percentage points from the year prior – and equivalent to an indicator rank of 26.



7.1.3 Global brand value, top 5,000

was equal to 3.22 billion USD in 2025, up by 17.09% from the year prior – and equivalent to an indicator rank of 45.



7.2.2 National feature films

was equal to 34 films in 2023, up by 78.95% from the year prior – and equivalent to an indicator rank of 66.



7.3.3 Mobile app creation

was equal to 26.62 million global downloads of mobile apps in 2024, down by 22.57% from the year prior – and equivalent to an indicator rank of 80.

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Morocco's innovation top performers

Data not available for 2.3.3 Global corporate R&D investors, 2.3.4 QS university ranking of top universities and 6.2.2 Top Unicorn Companies.

Disclaimer: This section contains only the top performers per country. For the complete list, please visit the [GII Innovation Ecosystems and Data Explorer website](#).

5.2.3 University industry and international engagement, top 5 universities

Rank	University	Score
1	MOHAMMED VI POLYTECHNIC UNIVERSITY	62.30
2	MOHAMMED V UNIVERSITY OF RABAT	36.30
3	UNIVERSITY CADI AYYAD OF MARRAKECH	30.50

Source: Times Higher Education (THE), World University Rankings 2025.

Note: Rank corresponds to within economy ranks. The score is calculated as the average of the International Outlook score (encompassing international staff, students, and co-authorship) and the industry score (reflecting industry income and patent citations). The 2025 ranking corresponds to data from the academic year that ended in 2022.

7.1.1 Top 15 intangible-asset intensive companies in Morocco

Rank	Firm	Intensity, %
1	ATTIJARIWAFI BANK SA	48.51
2	BANQUE CENTRALE POPULAIRE	41.40
3	TAQA MOROCCO S.A.	75.45

Source: Brand Finance (<https://brandirectory.com/reports/gift-2024>).

Note: Brand Finance only provides within economy ranks.

7.1.3 Top 5,000 companies in Morocco with highest global brand value

Rank	Brand	Industry	Brand Value, mn USD
1	ATTIJARIWAFI BANK	Banking	1,058.5
2	MAROC TELECOM	Telecoms	754.4
3	OCP GROUP	Chemicals	522.9

Source: Brand Finance (<https://brandirectory.com>).

Note: Rank corresponds to within economy ranks.

Output rank	Input rank	Income	Region	Population (mn)	GDP, PPP\$ (bn)	GDP per capita, PPP\$
51	77	Lower middle	Northern Africa and Western Asia	38.1	396.7	10,615.1
			Score / Value Rank			
Institutions				48.1	72	
1.1 Institutional environment				49.4	79	
1.1.1 Operational stability for businesses*				56.7	84	
1.1.2 Government effectiveness*				42.2	75	◆
1.2 Regulatory environment				47.2	73	◆
1.2.1 Regulatory quality*				45.3	76	◆
1.2.2 Rule of law*				49.1	71	◆
1.3 Business environment				47.8	63	
1.3.1 Policy stability for doing business†				69.2	25	◆◆
1.3.2 Entrepreneurship policies and culture†				26.4	69	
Human capital and research				26.1	84	
2.1 Education				48.5	78	
2.1.1 Expenditure on education, % GDP				6	16	◆◆
2.1.2 Government funding/pupil, secondary, % GDP/cap				n/a	n/a	
2.1.3 School life expectancy, years				15.1	51	◆
2.1.4 PISA scales in reading, maths and science				356.5	82	○
2.1.5 Pupil-teacher ratio, secondary				20.4	104	○
2.2 Tertiary education				26.4	80	
2.2.1 Tertiary enrolment, % gross				47.5	73	◆
2.2.2 Graduates in science and engineering, %				24.6	45	
2.2.3 Tertiary inbound mobility, %				1.8	79	
2.3 Research and development (R&D)				3.5	86	
2.3.1 Researchers, FTE/mn pop.				1,083.4	52	●
2.3.2 Gross expenditure on R&D, % GDP				n/a	n/a	
2.3.3 Global corporate R&D investors, top 3, mn USD				0	44	○◇
2.3.4 QS university ranking, top 3*				0	80	○◇
Infrastructure				38.4	82	
3.1 Information and communication technologies (ICTs)				71.3	80	◆
3.1.1 ICT access*				88.2	59	◆
3.1.2 ICT use*				78.4	66	◆
3.1.3 Government's online service*				47.3	97	
3.2 General infrastructure				28.5	85	
3.2.1 Electricity output, GWh/mn pop.				1,150.9	96	
3.2.2 Logistics performance*				n/a	n/a	
3.2.3 Gross capital formation, % GDP				28.9	27	●
3.3 Ecological sustainability				15.5	95	
3.3.1 GDP/unit of energy use				14	39	●
3.3.2 Low-carbon energy use, %				8.4	98	
3.3.3 ISO 14001 environment/bn PPP\$ GDP				0.7	80	
Market sophistication				33.4	81	
4.1 Credit				24.1	80	
4.1.1 Finance for startups and scaleups†				35.3	69	
4.1.2 Domestic credit to private sector, % GDP				81.5	34	◆◆
4.1.3 Loans from microfinance institutions, % GDP				0.6	42	
4.2 Investment				5.6	66	
4.2.1 Market capitalization, % GDP				49.2	39	
4.2.2 Venture capital (VC) received, deal count/bn PPP\$ GDP				0.05	77	
4.2.3 Late-stage VC deal count, % global VC				0.006	82	
4.2.4 VC investors, deal count/bn PPP\$ GDP				0.09	71	
4.2.5 VC investor co-participation/bn PPP\$ GDP				0.05	63	
4.3 Trade, diversification and market scale				70.5	62	
4.3.1 Applied tariff rate, weighted avg., %				4.3	91	
4.3.2 Domestic industry diversification				88.2	44	
4.3.3 Domestic market scale, bn PPP\$				396.7	56	
Business sophistication				28.2	68	
5.1 Knowledge workers				48.1	[30]	
5.1.1 Knowledge-intensive employment, %				n/a	n/a	
5.1.2 Females employed w/advanced degrees, %				n/a	n/a	
5.1.3 Youth demographic dividend, %				41.3	56	◇
5.1.4 GERD performed by business, % GDP				n/a	n/a	
5.1.5 GERD financed by business, %				n/a	n/a	
5.2 Innovation linkages				17.7	98	
5.2.1 Public research-industry co-publications, %				0.6	112	○
5.2.2 University-industry R&D collaboration†				26.8	96	
5.2.3 University industry & international engagement, top 5*				14.2	80	○
5.2.4 State of cluster development†				42.3	80	
5.2.5 Patent families/bn PPP\$ GDP				0.02	77	
5.3 Knowledge absorption				18.7	114	
5.3.1 Intellectual property payments, % total trade				0.3	94	
5.3.2 High-tech imports, % total trade				8.3	64	
5.3.3 ICT services imports, % total trade				1	91	
5.3.4 FDI net inflows, % GDP				1.4	102	
5.3.5 Research talent, % in businesses				7	65	●
Knowledge and technology outputs				22.8	58	◆
6.1 Knowledge creation				15.9	61	
6.1.1 Patents by origin/bn PPP\$ GDP				0.8	62	
6.1.2 PCT patents by inventor origin/bn PPP\$ GDP				0.2	50	◆
6.1.3 Utility models by origin/bn PPP\$ GDP				-	-	
6.1.4 Scientific and technical articles/bn PPP\$ GDP				15.1	45	
6.1.5 Citable documents H-index				11.7	69	
6.2 Knowledge impact				35.4	32	◆
6.2.1 Labor productivity growth, %				2.2	24	●
6.2.2 Unicorn valuation, % GDP				0	53	○◇
6.2.3 Software spending, % GDP				0.2	55	
6.2.4 High-tech manufacturing, %				48.2	12	◆◆
6.3 Knowledge diffusion				17.1	74	
6.3.1 Intellectual property receipts, % total trade				0.007	111	○
6.3.2 Production and export complexity				40.6	85	
6.3.3 High-tech exports, % total trade				2.6	55	
6.3.4 ICT services exports, % total trade				3.5	38	●
6.3.5 ISO 9001 quality/bn PPP\$ GDP				3	73	
Creative outputs				31.7	46	◆
7.1 Intangible assets				50	17	◆
7.1.1 Intangible asset intensity, top 15, %				64.2	26	
7.1.2 Trademarks by origin/bn PPP\$ GDP				58.4	24	◆◆
7.1.3 Global brand value, top 5,000, % GDP				1.9	45	
7.1.4 Industrial designs by origin/bn PPP\$ GDP				12	6	◆◆
7.2 Creative goods and services				4	103	
7.2.1 Cultural and creative services exports, % total trade				0.4	73	●
7.2.2 National feature films/mn pop. 15-69				1.3	66	
7.2.3 Entertainment and media market/th pop. 15-69				1.2	60	○
7.2.4 Creative goods exports, % total trade				0.09	97	
7.3 Online creativity				22.7	86	
7.3.1 Top-level domains (TLDs)/th pop. 15-69				1.6	92	
7.3.2 GitHub commits/mn pop. 15-69				5.2	78	
7.3.3 Mobile app creation/bn PPP\$ GDP				61.3	80	

NOTES: ● indicates a strength ○ a weakness ◆ an income group strength ◇ an income group weakness * an index † a survey question ● that the economy's data is outdated. Square brackets [] indicate the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level, n/a represents missing values, a dash - indicates an indicator which is not relevant to this economy and thus not considered for DMC thresholds.

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Data Availability

The following tables list indicators that are either missing or outdated for Morocco.



Morocco has missing data for seven indicators and outdated data for three indicators.

Missing data for Morocco

Code	Indicator name	Economy year	Model year*	Source
2.1.2	Government funding/pupil, secondary, % GDP/cap	n/a	2021	UNESCO Institute for Statistics
2.3.2	Gross expenditure on R&D, % GDP	n/a	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
3.2.2	Logistics performance*	n/a	2023	World Bank, Logistics Performance Index 2023
5.1.1	Knowledge-intensive employment, %	n/a	2024	International Labour Organization
5.1.2	Females employed w/advanced degrees, %	n/a	2024	International Labour Organization
5.1.4	GERD performed by business, % GDP	n/a	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
5.1.5	GERD financed by business, %	n/a	2022	UNESCO Institute for Statistics; Eurostat; OECD; RICYT

*Model year corresponds to the most frequent data year (the year that appears most often across all economies in the GII).

Outdated data for Morocco

Code	Indicator name	Economy year	Model year*	Source
2.3.1	Researchers, FTE/mn pop.	2016	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
5.3.5	Research talent, % in businesses	2016	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
7.2.1	Cultural and creative services exports, % total trade	2022	2023	World Trade Organization, Organisation for Economic Co-operation and Development; United Nations Conference on Trade and Development

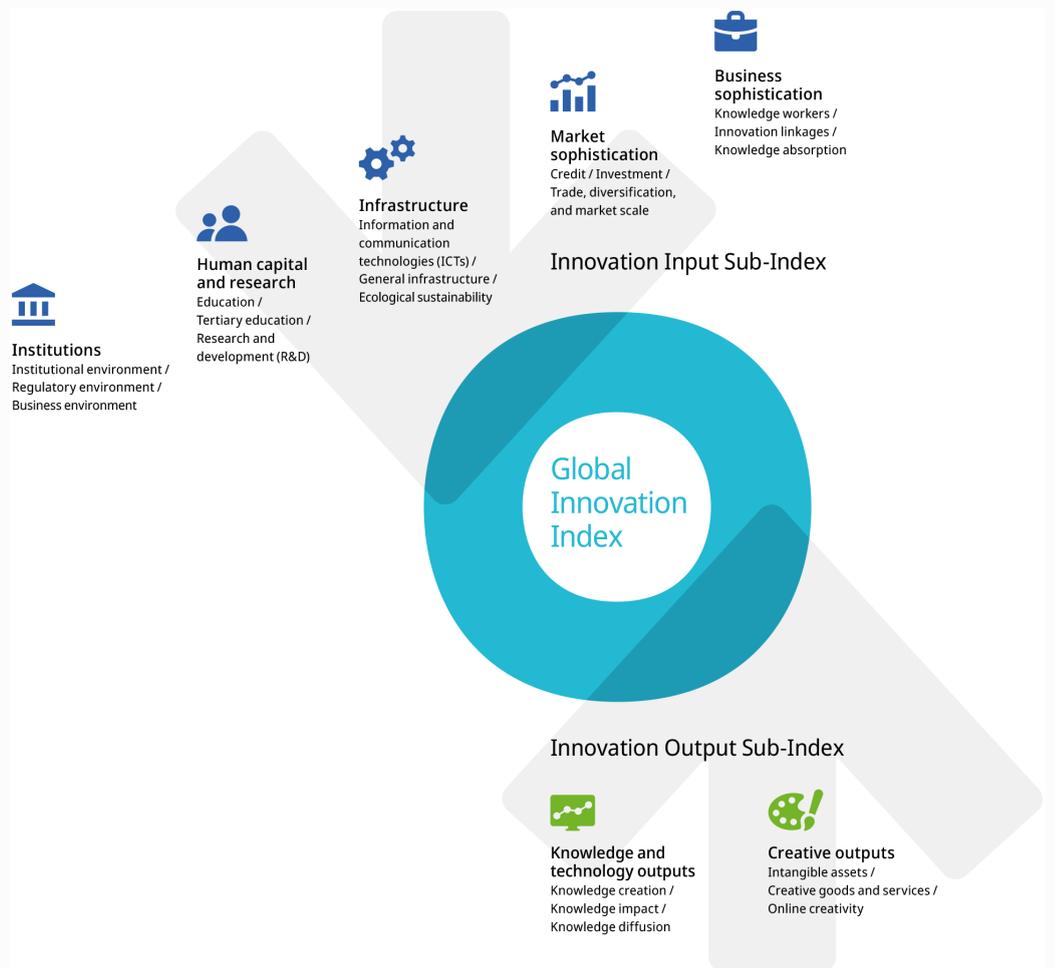
*Model year corresponds to the most frequent data year (the year that appears most often across all economies in the GII).

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About the Global Innovation Index

- The Global Innovation Index (GII) is published by the World Intellectual Property Organization (WIPO), a specialized agency of the United Nations.
- Recognizing that innovation is a key driver of economic development, the GII aims to provide an innovation ranking and rich analysis referencing around 140 economies. Over the last decade, the GII has established itself as both a leading reference on innovation and a “tool for action” for economies that incorporate the GII into their innovation agendas.



The Index is a ranking of the innovation capabilities and results of world economies. It measures innovation based on criteria that include institutions, human capital and research infrastructure, credit, investment, linkages, the creation, absorption and diffusion of knowledge and creative outputs.

The GII has two sub-indices: the Innovation Input Sub-Index and the Innovation Output Sub-Index, and seven pillars, each consisting of three sub-pillars.