



Euromonitor
International

Appliances and Electronics Specialists in Morocco

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Channel growth supported by tech adoption and affordability
- Electroplanet consolidates leadership with innovation and after-sales services
- LG launches local e-commerce to deepen brand presence

PROSPECTS AND OPPORTUNITIES

- Digital natives and rising living standards to boost channel growth
- Flexible payment models to reduce seasonality and boost access
- Second-hand product ranges to meet affordability and sustainability demands

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Retail in Morocco - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Competition intensifies as more players join the market
- Sustainability is reshaping the retail landscape
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Black Friday
- Chaabane
- Ramadan
- Eid kbir
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