



**Euromonitor  
International**

# Large Cooking Appliances in Morocco

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising cost of electricity dents sales of electric ovens
- Lack of infrastructure damages sales of electric cooking appliances
- Consumers return to cooking at communal ovens

PROSPECTS AND OPPORTUNITIES

- Lack of adequate cooking appliances will continue to hinder category development
- Lack of infrastructure and the rising cost of electricity hinders growth
- Built-in hobs and ovens benefit from rising household transactions

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