

Personal Care Appliances in Morocco

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Table of Contents

Personal Care Appliances in Morocco - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hair care appliances fall prey to tax hike E-commerce retailers offer discounts to stimulate sales Body shavers also saw marked volume decline as people return to using disposable razors

PROSPECTS AND OPPORTUNITIES

Growth of body shavers and hair care appliances expected to pick up Cheap knock-offs in the informal market likely to damage sales E-commerce retailing expected to develop further

CATEGORY DATA

Table 1 - Sales of Personal Care Appliances by Category: Volume 2019-2024
Table 2 - Sales of Personal Care Appliances by Category: Value 2019-2024
Table 3 - Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024
Table 4 - Sales of Personal Care Appliances by Category: % Value Growth 2019-2024
Table 5 - Sales of Body Shavers by Format: % Volume 2019-2024
Table 6 - Sales of Hair Care Appliances by Format: % Volume 2019-2024
Table 7 - NBO Company Shares of Personal Care Appliances 2020-2024
Table 8 - LBN Brand Shares of Personal Care Appliances by Format: % Volume 2019-2024
Table 9 - Distribution of Personal Care Appliances by Format: % Volume 2019-2024
Table 10 - Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029
Table 11 - Forecast Sales of Personal Care Appliances by Category: Value 2024-2029
Table 12 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
Table 13 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Consumer Appliances in Morocco - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer appliances?

MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025Table 15 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2019-2024
Table 17 - Sales of Consumer Appliances by Category: Value 2019-2024
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 24 - Sales of Small Appliances by Category: Volume 2019-2024
Table 25 - Sales of Small Appliances by Category: Value 2019-2024
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: % Value Growth 2019-2024 Table 28 - NBO Company Shares of Major Appliances: % Volume 2020-2024 Table 29 - LBN Brand Shares of Major Appliances: % Volume 2021-2024 Table 30 - NBO Company Shares of Small Appliances: % Volume 2020-2024 Table 31 - LBN Brand Shares of Small Appliances: % Volume 2021-2024 Table 32 - Distribution of Major Appliances by Format: % Volume 2019-2024 Table 33 - Distribution of Small Appliances by Format: % Volume 2019-2024 Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029 Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029 Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029 Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029 Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029 Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029 Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029 Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029 Table 42 - Forecast Sales of Small Appliances by Category: Volume 2024-2029 Table 43 - Forecast Sales of Small Appliances by Category: Value 2024-2029 Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029 Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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