



Home Laundry Appliances in Morocco

January 2024

Table of Contents

Home Laundry Appliances in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home laundry appliances enjoy healthy growth
Competition intensifies in home laundry appliances
Price discounting drives volume growth but suppresses value growth

PROSPECTS AND OPPORTUNITIES

Promising outlook for home laundry appliances
Rising demand for energy-efficient consumer appliances
International brands to expand share and help drive category growth

CATEGORY DATA

Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023
Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023
Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023
Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023
Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023
Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023
Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023
Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023
Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023
Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023
Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023
Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023
Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028
Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028
Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028
Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Morocco - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 19 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 20 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023
 Table 28 - Sales of Small Appliances by Category: Value 2018-2023
 Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
 Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023
 Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023
 Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
 Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023
 Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
 Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023
 Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023
 Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
 Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
 Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
 Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
 Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
 Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
 Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
 Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
 Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
 Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028
 Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
 Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-laundry-appliances-in-morocco/report.