



Euromonitor
International

Refrigeration Appliances in Morocco

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Table of Contents

Refrigeration Appliances in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in volume growth as consumers economise
Local brands gain appeal due to affordability and stronger domestic production
Brands focus on customisation and personalisation trend

PROSPECTS AND OPPORTUNITIES

Sales expected to improve once economy starts to recover
More players expected to localise production
Innovation to focus on niche markets and customisation

CATEGORY DATA

Table 1 - Sales of Refrigeration Appliances by Category: Volume 2018-2023
Table 2 - Sales of Refrigeration Appliances by Category: Value 2018-2023
Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
Table 5 - Sales of Freezers by Format: % Volume 2018-2023
Table 6 - Sales of Freezers by Volume Capacity: % Volume 2018-2023
Table 7 - Sales of Fridge Freezers by Format: % Volume 2018-2023
Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
Table 9 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
Table 10 - Sales of Fridges by Volume Capacity: % Volume 2018-2023
Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
Table 15 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023
Table 16 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
Table 17 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
Table 18 - Production of Refrigeration Appliances: Total Volume 2018-2023
Table 19 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
Table 20 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Refrigeration 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 23 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 24 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 25 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 26 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
 Table 28 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
 Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
 Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
 Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
 Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
 Table 33 - Sales of Small Appliances by Category: Volume 2018-2023
 Table 34 - Sales of Small Appliances by Category: Value 2018-2023
 Table 35 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
 Table 36 - Sales of Small Appliances by Category: % Value Growth 2018-2023
 Table 37 - NBO Company Shares of Major Appliances: % Volume 2019-2023
 Table 38 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
 Table 39 - NBO Company Shares of Small Appliances: % Volume 2019-2023
 Table 40 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
 Table 41 - Distribution of Major Appliances by Format: % Volume 2018-2023
 Table 42 - Distribution of Small Appliances by Format: % Volume 2018-2023
 Table 43 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
 Table 44 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
 Table 45 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
 Table 46 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
 Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
 Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
 Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
 Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
 Table 51 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
 Table 52 - Forecast Sales of Small Appliances by Category: Value 2023-2028
 Table 53 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
 Table 54 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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