

# Refrigeration Appliances in Morocco

January 2025

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## Refrigeration Appliances in Morocco - Category analysis

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Slump in housing market hits refrigeration appliances hard Freestanding fridges and freezers buck the downward trend Consumers invest in repairs and second-hand products

## PROSPECTS AND OPPORTUNITIES

Volume sales expected to struggle in the initial years Housing market will determine future of built-in appliances Rising electricity costs have implications for the category

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