

Air Treatment Products in Morocco

Market Direction | 2022-12-08 | 37 pages | Euromonitor

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Report description:

In 2022, air treatments products, as a product area as a whole, is set to record stable growth in sales. Sales of air treatment products slumped in 2020 with consumers unable or unwilling to visit stores for much of the year due to COVID-19, while most consumers saw a drop in their disposable income. Added to this, there were logistical challenges brought about by the pandemic which impacted supplies. Air treatment products are considered somewhat of a luxury in Morocco and therefore as consumer...

Euromonitor International's Air Treatment Products in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Air Purifiers, Cooling, Dehumidifiers, Humidifiers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Air Treatment Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Stable growth in sales of air treatment products

Hybrid working arrangements focus attention on the need for cooling appliances

Increasing pollution levels help generate increased interest in air purifiers

PROSPECTS AND OPPORTUNITIES

Growth closely tied to the performance of the local economy

Creating the perfect home environment will be an important focus for those that can afford it

Air conditioners increasingly seen as a must-have appliance in the hot summer months

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