

Home Laundry Appliances in Morocco

Market Direction | 2022-12-08 | 38 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sales of home laundry appliances were severely affected by the impact of COVID-19 in 2020. The pandemic created logistical challenges, led to widespread store closures for several months of the year, and greatly reduced the purchasing power of most consumers. Home laundry appliances did however see a partial recovery in 2021, and is anticipated to see a fuller recovery in 2022. This is mainly due to signs of improvement in the economy which means that some people feel more comfortable about maki...

Euromonitor International's Home Laundry Appliances 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

- * Get a detailed picture of the Home Laundry Appliances 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,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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.

Table of Contents:

Home Laundry Appliances in Morocco
Euromonitor International
December 2022

List Of Contents And Tables

HOME LAUNDRY APPLIANCES IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home laundry appliances on the path to recovery as Morocco's economy shows signs of improvement

Price discounting drives volume growth but suppresses value growth

More laundry loads helps create demand for new and replacement home laundry appliances

PROSPECTS AND OPPORTUNITIES

Bright outlook for home laundry appliances

Economic pressures likely to continue being felt in 2023

Recovery in housing market projected to fuel demand

CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2017-2022

Table 2 Sales of Home Laundry Appliances by Category: Value 2017-2022

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2017-2022

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2017-2022

Table 5 Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2017-2022

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2017-2022

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2017-2022

Table 8 Sales of Automatic Washing Machines by Connected Appliances: % Volume 2018-2022

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2018-2022

Table 10 □LBN Brand Shares of Home Laundry Appliances: % Volume 2019-2022

Table 11 □Distribution of Home Laundry Appliances by Format: % Volume 2017-2022

Table 12 □Production of Home Laundry Appliances: Total Volume 2017-2022

Table 13 □Forecast Sales of Home Laundry Appliances by Category: Volume 2022-2027

Table 14 □Forecast Sales of Home Laundry Appliances by Category: Value 2022-2027

Table 15 □Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2022-2027

Table 16 □Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN MOROCCO

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 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 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 19 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 20 Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

Table 21 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 22 Sales of Consumer Appliances by Category: Value 2017-2022

Table 23 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 24 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 26 □Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 27 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 28 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 29 □Sales of Small Appliances by Category: Volume 2017-2022

Table 30 □Sales of Small Appliances by Category: Value 2017-2022

Table 31 □Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 32 □Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 33 □NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 34 □LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 35 □NBO Company Shares of Small Appliances: % Volume 2018-2022

Table 36 □LBN Brand Shares of Small Appliances: % Volume 2019-2022

Table 37 □Distribution of Major Appliances by Format: % Volume 2017-2022

Table 38 □Distribution of Small Appliances by Format: % Volume 2017-2022

Table 39 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 40 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 41 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 42 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 43 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 44 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 45 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 46 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 47 □Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 48 □Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 49 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 50 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Laundry Appliances in Morocco

Market Direction | 2022-12-08 | 38 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com