

Large Cooking Appliances in Morocco

Market Direction | 2022-12-08 | 39 pages | Euromonitor

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Report description:

In 2022, retail volume sales of large cooking appliances are set to record healthy growth. Demand for large cooking appliances plummeted in 2020 as consumers faced up to the challenges presented by the COVID-19 pandemic. On top of the health and financial challenges facing consumers, manufacturers and retailers were faced with logistical challenges as the pandemic disrupted the local and global supply chains. There was some improvement seen in the situation in 2021 as COVID-19 measures were ease...

Euromonitor International's Large Cooking 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range Cookers.

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

Why buy this report?

- * Get a detailed picture of the Large Cooking 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.

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reliable information resources to help drive informed strategic planning.

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Increased wear and tear as consumers cook more meals at home

Players use discounting activity to drive sales putting pressure on prices

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Economic improvement key to growth

Growing interest in home cooking should help drive demand

Price discounting and financing should help deliver volume growth

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