

Appliances and Electronics Specialists in Morocco

Market Direction | 2023-03-16 | 34 pages | Euromonitor

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Report description:

The appliances and electronics category was particularly vulnerable to rising prices in 2022 due to greater exposure to imports and, subsequently, currency fluctuation. The situation was worsened by a supply shortage experienced since the pandemic, higher import duties imposed on Turkey since May 2022, and rising fuel prices. According to local sources, a 36% importation fee charged on fridges led to a 20-30% price increase compared to 2020. The move was a blow for retailers still struggling to...

Euromonitor International's Appliances and Electronics Specialists in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include supermarkets, hypermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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Table of Contents:

Appliances and Electronics Specialists in Morocco
Euromonitor International
March 2023

List Of Contents And Tables

APPLIANCES AND ELECTRONICS SPECIALISTS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Appliances and electronics specialists subject to rising prices

Industry players face intensified competition from other channels

Comptoir Metallurgique Marocain retains the lead while Cosmos Electro SA comes under pressure

PROSPECTS AND OPPORTUNITIES

Short-term price rises anticipated in the early years of the forecast period

Store expansion focuses on proximity to households

Proximity and convenience are expected to drive competitiveness within the category. For instance, in 2022, Biognach Electro announced that by 2025 it plans to be located 30km from 85% of the Moroccan population. Along the same lines, Electroplanet plans to add five additional outlets annually. Although such an initiative will mainly affect the performance of independent traders, which have fewer financial resources and are directly more exposed to difficult economic conditions, the category is nevertheless expected to remain fragmented.

Digitalisation remains a key differentiator among industry players

CHANNEL DATA

Table 1 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Appliances and Electronics Specialists GBO Company Shares: % Value 2018-2022

Table 4 Appliances and Electronics Specialists GBN Brand Shares: % Value 2019-2022

Table 5 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2019-2022

Table 6 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

RETAIL IN MOROCCO

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Local sourcing becomes a competitive tool

Retail e-commerce remains the fastest growing channel

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Black Friday

Chaabane

Eid kbir

Back to School

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

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Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 10 Sales in Retail Offline by Channel: Value 2017-2022
Table 11 Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 12 Retail Offline Outlets by Channel: Units 2017-2022
Table 13 Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 14 Sales in Retail E-Commerce by Product: Value 2017-2022
Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 17 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 18 □Sales in Grocery Retailers by Channel: Value 2017-2022
Table 19 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 20 □Grocery Retailers Outlets by Channel: Units 2017-2022
Table 21 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 23 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 24 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 25 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 26 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 27 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 28 □Retail GBO Company Shares: % Value 2018-2022
Table 29 □Retail GBN Brand Shares: % Value 2019-2022
Table 30 □Retail Offline GBO Company Shares: % Value 2018-2022
Table 31 □Retail Offline GBN Brand Shares: % Value 2019-2022
Table 32 □Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 33 □Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 34 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 35 □Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 36 □Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 37 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 38 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 39 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 40 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 42 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 43 □Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 44 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 45 □Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 46 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 47 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 48 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 50 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 51 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 52 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 53 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 54 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

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Table 56 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 60 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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