

## **Home Products Specialists in Morocco**

Market Direction | 2023-03-16 | 35 pages | Euromonitor

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### **Report description:**

Persisting supply chain challenges such as shortages of raw materials, rising transportation costs and inflation boosted demand for "made in Maroc" products. The trend has been encouraging local manufacturers to diversify their offerings by introducing more upscale and modern designs to appeal to households which are spending less time at home due to the lifting of COVID-19 restrictions. It also created scope for innovation, with IKEA launching a "made in Morocco" collection at the beginning of...

Euromonitor International's Home Products 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 hypermarkets, supermarkets, 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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 Products 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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