

## **Consumer Electronics in Morocco**

Market Direction | 2023-07-26 | 73 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

Multiple factors have been putting downward pressure on consumer electronics sales in Morocco, of which high taxes and consumer price sensitivity are just a few. Moreover, recent crises related to the pandemic and the war in Ukraine have exacerbated the situation, limiting the ability of many Moroccans to invest in consumer electronics. While the country's digitalisation journey has led to a slight increase in demand for electronics products, the process is facing some resistance to change.

Euromonitor International's Consumer Electronics in Morocco report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Electronics 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://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:**

Consumer Electronics in Morocco  
Euromonitor International  
July 2023

### List Of Contents And Tables

#### CONSUMER ELECTRONICS IN MOROCCO

##### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

##### MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### COMPUTERS AND PERIPHERALS IN MOROCCO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Demand contracts in 2023 in a continuation from the previous year

Dell Technologies launches new security products and benefits from being certified as being "one of the best places to work" in the country

Industry players remain active in their engagement in new product launches

##### PROSPECTS AND OPPORTUNITIES

Economic reasons force tech and computer companies to lay off staff, affecting the consumer electronics industry in the short to near term

ONEE and the High Commission for Planning invest in the acquisition of new equipment helping to bolster the category

The Mohammed VI Foundation's Nafida 2 programme subsidises consumers when purchasing computers as well as internet and mobile services

##### CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 Sales of Computers by Category: Business Volume 2018-2023

Table 17 Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

## IN-CAR ENTERTAINMENT IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further volume declines in 2023 as the category faces pressure from inflation, supply shortages and fewer players

Cars increasingly have in-built systems negating demand for in-car entertainment

Free navigation apps hamper sales of in-car navigation systems

#### PROSPECTS AND OPPORTUNITIES

Negative outlook over the forecast period

Chinese brands gain volume share

Morocco's booming car manufacturing industry does not bode well for in-car entertainment

#### CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

## HOME AUDIO AND CINEMA IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slight increase in volume sales in 2022 although consumers remain relatively disinterested due to the high average unit prices of these products

Sony consolidates its lead in this largely static competitive environment

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Hi-Fi systems continues to characterise the category

#### PROSPECTS AND OPPORTUNITIES

Minimal volume growth over the forecast period due to consumer price sensitivity and advancement in competing categories

Uncertain economic outlook dampens volume sales

Hi-Fi systems appeals to low- and middle-income consumers

#### CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

#### HOME VIDEO IN MOROCCO

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Televisions performs strongly in 2023 boosted by new product launches

Growth for LG Corp thanks to rising demand for high quality televisions, such as OLEDs and large TVs

Samsung Electronics endeavours to maintain category share through Black Friday discounts and new product launches

#### PROSPECTS AND OPPORTUNITIES

The imposition of new taxes leads to an increase in unit prices, especially for TVs over 32 inches

Positive growth trajectory for televisions, despite declining usage among the country's youth

New content delivery options make video players redundant

#### CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

Table 54 Sales of Home Video by Category: Value 2018-2023

Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 □Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

#### IMAGING DEVICES IN MOROCCO

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ongoing steep contraction in volume sales in 2023

Digital cameras and digital camcorders each face strong volume contractions

Canon retains its category lead due to its wide portfolio across different price points

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period

Lifting of restrictions offers some opportunities for digital camcorders

Uncertain economic outlook dampens volume sales

## CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023

Table 67 Sales of Imaging Devices by Category: Value 2018-2023

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## PORTABLE PLAYERS IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued volume decline for portable media players, portable multimedia players and other portable media players dampens category growth

Positive volume growth of wireless speakers in 2023

Manufacturers' strength in wireless speakers is key to overall category performance

### PROSPECTS AND OPPORTUNITIES

Ongoing decline of portable media players over the forecast period

Continued positive though slowing forecast period growth of wireless speakers

Uncertain economic outlook dampens volume sales

## CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023

Table 78 Sales of Portable Players by Category: Value 2018-2023

Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

## MOBILE PHONES IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

While the consumption tax raises the cost of smartphones, widespread usage of smartphones and the launch of 4G stimulate volume and value sales growth in 2023

Category leaders experience share erosion as Chinese competitors gain traction

Samsung remains a leading innovator in the country, especially in folding smartphones while Oppo holds its first tech event in Morocco

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

Smartphones benefits from widening demand for internet access

Population growth and increased social media use stimulate sales of smartphones

Industry players engage in a variety of strategies to keep consumers engaged

## CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones by Category: Value 2018-2023

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

## WEARABLE ELECTRONICS IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong sales performance of wearable electronics in 2023 as consumers embrace these products

Small consumer base and current economic context limit industry investment in 2023

Apple maintains lead

## PROSPECTS AND OPPORTUNITIES

Ongoing shift towards smart wearables

Rising health consciousness bodes well for wearable electronics

Cheaper Chinese products gain ground among cash-strapped consumers, though Apple retains its lead

## CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 102 Sales of Wearable Electronics by Category: Value 2018-2023

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

## HEADPHONES IN MOROCCO

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

TWS earbuds drives volume sales in headphones in 2023

Rapidly changing technology means headphones need to be upgraded frequently

Apple continues to lead although the competitive landscape becomes more fragmented

## PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Healthy volume growth over the forecast period  
Further shift away from wireless earphones  
Affordable brands gain volume share over the forecast period

#### CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023

Table 113 Sales of Headphones by Category: Value 2018-2023

Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2023-2028

## Consumer Electronics in Morocco

Market Direction | 2023-07-26 | 73 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@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-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	2025-06-25
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com