

## **Consumer Electronics in Morocco**

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### **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.

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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

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Sony consolidates its lead in this largely static competitive environment

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Hi-Fi systems continues to characterise the category

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

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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

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Apple continues to lead although the competitive landscape becomes more fragmented

## PROSPECTS AND OPPORTUNITIES

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