

Home Audio and Cinema in Morocco

Market Direction | 2023-07-26 | 17 pages | Euromonitor

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Report description:

Home audio and cinema is expected to register a slight increase in volume and current value sales in 2023. With inflation creeping up, players are offering promotions in order to support volume sales. Hi-Fi systems is expected to register positive growth as these products are more affordable than other speaker systems. However, unlike more mature markets, Moroccan consumers are still not particularly sensitive towards home audio and cinema products as they are seen as a luxury due to their high...

Euromonitor International's Home Audio and Cinema 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: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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 Audio and Cinema 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, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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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

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

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