

Home Video in Morocco

Market Direction | 2023-07-26 | 18 pages | Euromonitor

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Report description:

In spite of economic uncertainty, televisions is expected to register healthy volume growth and current value growth in 2023, as Moroccans look to upgrade their televisions. The average screen size of televisions sold is increasing as household preference is for thinner and larger screen sizes. Consumers are always looking for new technologies and features in their TVs, especially with the growing use of home video gaming consoles, smartphones and laptops. As a result, connected smart TVs repres...

Euromonitor International's Home Video 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: Televisions, Video Players.

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 Video 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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

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

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Table of Contents:

Home Video in Morocco
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List Of Contents And Tables

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 1 Sales of Home Video by Category: Volume 2018-2023

Table 2 Sales of Home Video by Category: Value 2018-2023

Table 3 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 4 Sales of Home Video by Category: % Value Growth 2018-2023

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 6 NBO Company Shares of Home Video: % Volume 2019-2023

Table 7 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 8 Distribution of Home Video by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 10 □Forecast Sales of Home Video by Category: Value 2023-2028

Table 11 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 13 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

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 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

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Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

Home Video in Morocco

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