

Home Laundry Appliances in Morocco

Market Direction | 2024-01-04 | 37 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Home laundry appliances continues to witness recovery from the sharp decline in sales during the COVID-19 pandemic. Consumers are generally more comfortable about making an outlay on big ticket items such as home laundry appliances. Having said that, overall sales levels are anticipated to remain below pre-pandemic levels as many consumers remain reluctant to spend their money on non-essential products, especially with the rise in the cost of living. While most Moroccan households have an automa...

Euromonitor International's Home Laundry Appliances in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry Appliances 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

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:

Home Laundry Appliances in Morocco

Euromonitor International

January 2024

List Of Contents And Tables

HOME LAUNDRY APPLIANCES IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home laundry appliances enjoy healthy growth

Competition intensifies in home laundry appliances

Price discounting drives volume growth but suppresses value growth

PROSPECTS AND OPPORTUNITIES

Promising outlook for home laundry appliances

Rising demand for energy-efficient consumer appliances

International brands to expand share and help drive category growth

CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2018-2023

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

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

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

Table 5 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 8 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 10 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 11 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 12 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 13 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 14 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 15 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 16 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN MOROCCO

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 17 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 18 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 19 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 20 Sales of Consumer Appliances by Category: Value 2018-2023

Table 21 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 22 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 26 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 □Sales of Small Appliances by Category: Volume 2018-2023

Table 28 □Sales of Small Appliances by Category: Value 2018-2023

Table 29 □Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 30 □Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 31 □NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 32 □LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 33 □NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 34 □LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 35 □Distribution of Major Appliances by Format: % Volume 2018-2023

Table 36 □Distribution of Small Appliances by Format: % Volume 2018-2023

Table 37 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 38 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 39 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 40 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 43 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 44 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 45 □Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 46 □Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 47 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 48 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Home Laundry Appliances in Morocco

Market Direction | 2024-01-04 | 37 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com