

Refrigeration Appliances in Morocco

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Report description:

In 2023, retail volume growth in refrigeration appliances gathered momentum, with sales moving well above pre-pandemic levels. Consumers are no longer able to delay replacing their old refrigeration appliances and have had to make the investment. Furthermore, although the economy remains strained, economic activity has resumed, putting more money into the pockets of some consumers and thus enabling them to spend more.

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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.

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