

Appliances and Electronics Specialists in Morocco

Market Direction | 2024-02-28 | 33 pages | Euromonitor

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Report description:

Demand for household appliances has been under pressure, reflecting high inflation and shifting consumer priorities. However, despite this overall decline, demand for small household appliances continued to grow steadily since 2020. This trend indicates a nuanced consumer behaviour, where preferences are directed towards smaller, more affordable appliances even in the face of economic challenges.

Euromonitor International's Appliances and Electronics Specialists in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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