

## **Food Preparation Appliances in Morocco**

Market Direction | 2025-01-10 | 37 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

The introduction of the new 30% import tax on a selection of small appliances, such as centrifugal juicers and slow juicers, has damaged volume sales of food preparation appliances in 2024. Retail prices increased rapidly due to the higher import tax forcing consumers to rethink purchases. Consequently, retail volume sales plummeted over 2024 with performance far worse than during the pandemic. Retailers have seen profit margins squeezed as price increases were passed onto the consumer.

Euromonitor International's Food Preparation 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 2020-2024, 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 2029 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Food Preparation 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, 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Food Preparation Appliances in Morocco  
Euromonitor International  
January 2025

### List Of Contents And Tables

#### FOOD PREPARATION APPLIANCES IN MOROCCO

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Higher import taxes send prices soaring

Few discounts available to entice cash-strapped consumers

Repairs gain traction to prevent buying new appliances

##### PROSPECTS AND OPPORTUNITIES

Gloomy outlook due to higher prices

Housing market to shape demand for small food preparation appliances

Local manufacturers have opportunity to deliver affordable solutions

##### CATEGORY DATA

Table 1 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 2 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 3 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 6 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 7 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 8 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 9 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 10 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

#### CONSUMER APPLIANCES IN MOROCCO

##### EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

##### MARKET INDICATORS

Table 12 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 13 Replacement Cycles of Consumer Appliances by Category 2019-2025

##### MARKET DATA

Table 14 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 15 Sales of Consumer Appliances by Category: Value 2019-2024

Table 16 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 17 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 18 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 22	□Sales of Small Appliances by Category: Volume 2019-2024
Table 23	□Sales of Small Appliances by Category: Value 2019-2024
Table 24	□Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 25	□Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 26	□NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 27	□LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 28	□NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 29	□LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 30	□Distribution of Major Appliances by Format: % Volume 2019-2024
Table 31	□Distribution of Small Appliances by Format: % Volume 2019-2024
Table 32	□Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 33	□Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 34	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 35	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 36	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 37	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 40	□Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 41	□Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 42	□Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 43	□Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

#### 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

## Food Preparation Appliances in Morocco

Market Direction | 2025-01-10 | 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com