

**Home Laundry Appliances in Morocco**

Market Direction | 2025-01-10 | 39 pages | Euromonitor

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**Report description:**

Despite price increases and higher VAT, freestanding washing machines and semi-automatic washing machines showed healthy volume growth in 2024. Urban dwellers view a washing machine as the number one essential item at home and continued to invest in washing machines as a result. However, other home laundry appliances, such as dryers, are not commonplace in Moroccan households, given the country's hot climate. Consumers are generally more comfortable about making an outlay on big ticket items suc...

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 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: 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.

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## **Table of Contents:**

Home Laundry Appliances in Morocco

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List Of Contents And Tables

### HOME LAUNDRY APPLIANCES IN MOROCCO

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Washing machines perform well as an essential appliance

Low penetration of washing machines remains barrier to further growth

Retailers slash prices to boost sales and retain customers

#### PROSPECTS AND OPPORTUNITIES

Repairs and second-hand market expected to gain traction

Electricity costs to curtail demand over the forecast period

Low penetration is a limitation but growth opportunities still exist

#### CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 2 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 5 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 8 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 10 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 11 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 12 Production of Home Laundry Appliances: Total Volume 2019-2024

Table 13 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 14 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 15 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 16 Forecast Sales of Home Laundry 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 17 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

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Table 18 Replacement Cycles of Consumer Appliances by Category 2019-2025

#### MARKET DATA

Table 19 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 20 Sales of Consumer Appliances by Category: Value 2019-2024

Table 21 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 22 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 26 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 27 □Sales of Small Appliances by Category: Volume 2019-2024

Table 28 □Sales of Small Appliances by Category: Value 2019-2024

Table 29 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 30 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 31 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 32 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 33 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 34 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 35 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 36 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 37 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 38 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 39 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 40 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 43 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 44 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 45 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 46 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 47 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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#### SOURCES

Summary 1 Research Sources

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