

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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Washing machines perform well as an essential appliance
Low penetration of washing machines remains barrier to further growth
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