

Large Cooking Appliances in Morocco

Market Direction | 2025-01-10 | 40 pages | Euromonitor

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Report description:

In large cooking appliances, the rising cost of electricity and VAT hikes from the Moroccan government resulted in lower volume growth over 2024. Consumers prefer gas ovens over electric as the running costs are lower due to gas subsidises provided by the government. Gas cannisters are very affordable in Morocco and easy to come by making gas ovens increasingly attractive to highly price sensitive consumers. Nonetheless, the reliance on gas appliances is limiting sales of electric cooking applia...

Euromonitor International's Large Cooking 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range Cookers.

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

Why buy this report?

- * Get a detailed picture of the Large Cooking 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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Lack of infrastructure damages sales of electric cooking appliances

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