

Microwaves in Morocco

Market Direction | 2025-01-10 | 35 pages | Euromonitor

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Report description:

Microwaves posted relatively healthy volume growth in Morocco over 2024, as these appliances are much cheaper than large ovens and cookers. Microwaves are considered a useful device in Moroccan households as they can quickly heat up a plate of food after returning from work. The convenience and time-saving benefits of the microwave is highly appealing to working women who have limited time to prepare a traditional meal and cook it when they get home. In 2024, retail volume growth slowed slightly...

Euromonitor International's Microwaves 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 Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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.

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Microwaves have strong appeal in local households

Colour innovation in microwaves helps to energise category

Candy and Samsung slash prices to stay relevant

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Lack of innovation hinders category development

Consumers likely to benefit from larger microwaves

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