

Microwaves in Morocco

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

AVAILABLE LICENSES:

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

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Microwaves in Morocco
Euromonitor International
January 2025

List Of Contents And Tables

MICROWAVES IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwaves have strong appeal in local households

Colour innovation in microwaves helps to energise category

Candy and Samsung slash prices to stay relevant

PROSPECTS AND OPPORTUNITIES

Slower growth is expected in upcoming years

Lack of innovation hinders category development

Consumers likely to benefit from larger microwaves

CATEGORY DATA

Table 1 Sales of Microwaves by Category: Volume 2019-2024

Table 2 Sales of Microwaves by Category: Value 2019-2024

Table 3 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 4 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 5 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 6 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 7 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 8 Distribution of Microwaves by Format: % Volume 2019-2024

Table 9 Production of Microwaves: Total Volume 2019-2024

Table 10 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 11 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 12 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 13 □Forecast Sales of Microwaves 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 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

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

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

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 24 □Sales of Small Appliances by Category: Volume 2019-2024
- Table 25 □Sales of Small Appliances by Category: Value 2019-2024
- Table 26 □Sales of Small Appliances by Category: % Volume Growth 2019-2024
- Table 27 □Sales of Small Appliances by Category: % Value Growth 2019-2024
- Table 28 □NBO Company Shares of Major Appliances: % Volume 2020-2024
- Table 29 □LBN Brand Shares of Major Appliances: % Volume 2021-2024
- Table 30 □NBO Company Shares of Small Appliances: % Volume 2020-2024
- Table 31 □LBN Brand Shares of Small Appliances: % Volume 2021-2024
- Table 32 □Distribution of Major Appliances by Format: % Volume 2019-2024
- Table 33 □Distribution of Small Appliances by Format: % Volume 2019-2024
- Table 34 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
- Table 35 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029
- Table 36 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
- Table 37 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
- Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
- Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
- Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
- Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
- Table 42 □Forecast Sales of Small Appliances by Category: Volume 2024-2029
- Table 43 □Forecast Sales of Small Appliances by Category: Value 2024-2029
- Table 44 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
- Table 45 □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

Microwaves in Morocco

Market Direction | 2025-01-10 | 35 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@scott's-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@scott's-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="2026-02-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com