

Refrigeration Appliances in Morocco

Market Direction | 2025-01-10 | 42 pages | Euromonitor

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Report description:

Whilst refrigeration appliances are considered an essential by most middle- and upper-income groups in Morocco, the slump in the housing market over 2024 dented sales of new refrigeration appliances and particularly built-in appliances. Although built-in appliances are considered very trendy and are highly sought after among middle- and upper-income groups, rising house prices led to a slowdown in the number of people moving house. The rising cost of electricity and raw materials led to a genera...

Euromonitor International's Refrigeration 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 Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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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Euromonitor International
January 2025

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