

## **Small Cooking Appliances in Morocco**

Market Direction | 2025-01-10 | 39 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Coffee machines were among several appliances that were hit by the new import tax of 30% in 2024, resulting in volume sales decline. Espresso coffee machines were badly hit as a result. These are becoming increasingly popular in Morocco albeit from a low base, and the rapid increase in prices was a considerable barrier to sales growth and development. Filter coffee machines were also badly hit as these appliances were also subject to the new import tax which dragged volume sales down.

Euromonitor International's Small 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow 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 Small 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.

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@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

## Table of Contents:

Small Cooking Appliances in Morocco

Euromonitor International

January 2025

List Of Contents And Tables

### SMALL COOKING APPLIANCES IN MOROCCO

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Coffee machines hit by increase in import taxes over 2024

Breadmakers post volume decline amid higher electricity prices

Retail e-commerce sales rise steadily

#### PROSPECTS AND OPPORTUNITIES

Stable outlook for small cooking appliances

Rising VAT will continue to push up electricity prices

Trend towards repair and maintenance of coffee machines likely to gather pace

#### CATEGORY DATA

Table 1 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 2 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 3 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 5 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 6 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 7 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 8 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 9 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 10 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 11 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Small Cooking Appliances 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 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 14 Replacement Cycles of Consumer Appliances by Category 2019-2025

#### MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2019-2024

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

Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

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

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 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: % Volume Growth 2019-2024  
Table 22 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024  
Table 23 □Sales of Small Appliances by Category: Volume 2019-2024  
Table 24 □Sales of Small Appliances by Category: Value 2019-2024  
Table 25 □Sales of Small Appliances by Category: % Volume Growth 2019-2024  
Table 26 □Sales of Small Appliances by Category: % Value Growth 2019-2024  
Table 27 □NBO Company Shares of Major Appliances: % Volume 2020-2024  
Table 28 □LBN Brand Shares of Major Appliances: % Volume 2021-2024  
Table 29 □NBO Company Shares of Small Appliances: % Volume 2020-2024  
Table 30 □LBN Brand Shares of Small Appliances: % Volume 2021-2024  
Table 31 □Distribution of Major Appliances by Format: % Volume 2019-2024  
Table 32 □Distribution of Small Appliances by Format: % Volume 2019-2024  
Table 33 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029  
Table 34 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029  
Table 35 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029  
Table 36 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029  
Table 37 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029  
Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029  
Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029  
Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029  
Table 41 □Forecast Sales of Small Appliances by Category: Volume 2024-2029  
Table 42 □Forecast Sales of Small Appliances by Category: Value 2024-2029  
Table 43 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029  
Table 44 □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

**Small Cooking Appliances in Morocco**

Market Direction | 2025-01-10 | 39 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="2025-05-06"/>
		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