

# Consumer Appliances in Morocco

January 2024

**Table of Contents** 

# Consumer Appliances in Morocco

### **EXECUTIVE SUMMARY**

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

# MARKET INDICATORS

- Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

## MARKET DATA

- Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 4 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 11 Sales of Small Appliances by Category: Volume 2018-2023
- Table 12 Sales of Small Appliances by Category: Value 2018-2023
- Table 13 Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 14 Sales of Small Appliances by Category: % Value Growth 2018-2023
- Table 15 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 16 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 17 NBO Company Shares of Small Appliances: % Volume2019-2023
- Table 18 LBN Brand Shares of Small Appliances: % Volume2020-2023
- Table 19 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 20 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 22 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 25 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 26 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 29 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 30 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

# DISCLAIMER

# SOURCES

Summary 1 - Research Sources

# Dishwashers in Morocco

# KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dishwasher volume sales restored back to pre-pandemic levels

Pandemic leaves lasting impact on dishwasher category

Beko brand gains retail volume share as affordability wins over consumers

#### PROSPECTS AND OPPORTUNITIES

Rising demand for dishwashers as purchasing power strengthens

Players to use price discounting to drive sales

Consumers seek affordable dishwashers and supplies

# CATEGORY DATA

Table 33 - Sales of Dishwashers by Category: Volume 2018-2023

Table 34 - Sales of Dishwashers by Category: Value 2018-2023

Table 35 - Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 36 - Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 37 - Sales of Dishwashers by Format: % Volume 2018-2023

Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 39 - NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 40 - LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 41 - Distribution of Dishwashers by Format: % Volume 2018-2023

Table 42 - Production of Dishwashers: Total Volume 2018-2023

Table 43 - Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 44 - Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

# Home Laundry Appliances in Morocco

## **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Home laundry appliances enjoy healthy growth

Competition intensifies in home laundry appliances

Price discounting drives volume growth but suppresses value growth

# PROSPECTS AND OPPORTUNITIES

Promising outlook for home laundry appliances

Rising demand for energy-efficient consumer appliances

International brands to expand share and help drive category growth

# **CATEGORY DATA**

Table 47 - Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 48 - Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 58 - Production of Home Laundry Appliances: Total Volume 2018-2023

- Table 59 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028
- Table 60 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028
- Table 61 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028
- Table 62 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

# Large Cooking Appliances in Morocco

### **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Stable volume growth in large cooking appliances

Players use discounting activity to drive sales putting pressure on prices

Growing interest in more sustainable appliances

### PROSPECTS AND OPPORTUNITIES

Strong growth potential for built-in large cooking appliances

Opportunities to tap into growing demand for sustainable cooking appliances

B2B offers new revenue potential

## **CATEGORY DATA**

- Table 63 Sales of Large Cooking Appliances by Category: Volume 2018-2023
- Table 64 Sales of Large Cooking Appliances by Category: Value 2018-2023
- Table 65 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023
- Table 66 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023
- Table 67 Sales of Built-in Hobs by Format: % Volume 2018-2023
- Table 68 Sales of Ovens by Smart Appliances: % Volume 2019-2023
- Table 69 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023
- Table 70 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023
- Table 71 NBO Company Shares of Built-in Hobs: % Volume 2019-2023
- Table 72 NBO Company Shares of Ovens: % Volume 2019-2023
- Table 73 NBO Company Shares of Cooker Hoods: % Volume 2019-2023
- Table 74 NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023
- Table 75 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023
- Table 76 NBO Company Shares of Cookers: % Volume 2019-2023
- Table 77 NBO Company Shares of Range Cookers: % Volume 2019-2023
- Table 78 Distribution of Large Cooking Appliances by Format: % Volume 2018-2023
- Table 79 Production of Large Cooking Appliances: Total Volume 2018-2023
- Table 80 Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028
- Table 81 Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028
- Table 82 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028
- Table 83 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

## Microwaves in Morocco

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Microwaves enjoy robust volume growth

Little change in competitive landscape

Widespread myths concerning health effects of microwaves

# PROSPECTS AND OPPORTUNITIES

Convenience set to be a key driver of growth

Value for money products to be sought out by consumers

### Energy-efficient models to gain appeal

#### **CATEGORY DATA**

- Table 84 Sales of Microwaves by Category: Volume 2018-2023
- Table 85 Sales of Microwaves by Category: Value 2018-2023
- Table 86 Sales of Microwaves by Category: % Volume Growth 2018-2023
- Table 87 Sales of Microwaves by Category: % Value Growth 2018-2023
- Table 88 Sales of Microwaves by Smart Appliances: % Volume 2019-2023
- Table 89 NBO Company Shares of Microwaves: % Volume 2019-2023
- Table 90 LBN Brand Shares of Microwaves: % Volume 2020-2023
- Table 91 Distribution of Microwaves by Format: % Volume 2018-2023
- Table 92 Production of Microwaves: Total Volume 2018-2023
- Table 93 Forecast Sales of Microwaves by Category: Volume 2023-2028
- Table 94 Forecast Sales of Microwaves by Category: Value 2023-2028
- Table 95 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
- Table 96 Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

# Refrigeration Appliances in Morocco

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slowdown in volume growth as consumers economise

Local brands gain appeal due to affordability and stronger domestic production

Brands focus on customisation and personalisation trend

## PROSPECTS AND OPPORTUNITIES

Sales expected to improve once economy starts to recover

More players expected to localise production

Innovation to focus on niche markets and customisation

# **CATEGORY DATA**

- Table 97 Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 98 Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 99 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 100 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 101 Sales of Freezers by Format: % Volume 2018-2023
- Table 102 Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 103 Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 104 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 105 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 106 Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 107 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 108 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 109 NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 110 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 111 NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 112 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 113 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 114 Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 115 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 116 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 117 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 118 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

### Air Treatment Products in Morocco

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Air treatment products struggle to recover post-pandemic Global warming supports sales of air conditioning units Focus on safety and energy efficiency

#### PROSPECTS AND OPPORTUNITIES

Growth closely tied to the performance of the local economy Air purifiers to grow from a low base Energy efficient appliances to gain traction

# **CATEGORY DATA**

Table 119 - Sales of Air Treatment Products by Category: Volume 2018-2023

Table 120 - Sales of Air Treatment Products by Category: Value 2018-2023

Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 126 - Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 127 - Production of Air Conditioners: Total Volume 2018-2023

Table 128 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 129 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

# Food Preparation Appliances in Morocco

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Modern and healthy lifestyles drive demand for food preparation appliances Affordability is key to uptake in the category

E-commerce grows from a low base

# PROSPECTS AND OPPORTUNITIES

Promotional efforts key to driving sales

Consumers looking for innovative appliances to support modern living

E-commerce offers growth opportunities for category

## **CATEGORY DATA**

Table 132 - Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 133 - Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

# Personal Care Appliances in Morocco

#### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Strong recovery for personal care appliances

Hair care appliances outperform other products

Fragmented competitive landscape likely to expand

# PROSPECTS AND OPPORTUNITIES

Promising outlook ahead for personal care appliances

Hair care appliances to remain key area of growth

Stronger focus on brand differentiation

# **CATEGORY DATA**

Table 143 - Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 144 - Sales of Personal Care Appliances by Category: Value 2018-2023

Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 147 - Sales of Body Shavers by Format: % Volume 2018-2023

Table 148 - Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 149 - NBO Company Shares of Personal Care Appliances 2019-2023

Table 150 - LBN Brand Shares of Personal Care Appliances 2020-2023

Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

# Small Cooking Appliances in Morocco

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Air fryers enjoy growing appeal

Nespresso focus on collaborations to drive brand awareness

Social influencers help drive demand for breadmakers

## PROSPECTS AND OPPORTUNITIES

Stable growth projected for small cooking appliances

Growing focus on sustainability

Opportunities for innovation in small cooking appliances

# **CATEGORY DATA**

Table 156 - Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 157 - Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 160 - Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

- Table 163 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023
- Table 164 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028
- Table 165 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028
- Table 166 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028
- Table 167 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

### Vacuum Cleaners in Morocco

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Volume sales strengthen in Morocco Premium vacuum cleaners gain appeal Expansion of smart vacuum cleaners

#### PROSPECTS AND OPPORTUNITIES

Consumers keen on premium vacuum cleaners

Data privacy is a growing issue in Morocco

Improving economy should encourage replacement purchases

### **CATEGORY DATA**

- Table 168 Sales of Vacuum Cleaners by Category: Volume 2018-2023
- Table 169 Sales of Vacuum Cleaners by Category: Value 2018-2023
- Table 170 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023
- Table 171 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023
- Table 172 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023
- Table 173 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023
- Table 174 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023
- Table 175 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023
- Table 176 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028
- Table 177 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028
- Table 178 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028
- Table 179 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-morocco/report.