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Consumer Appliances in Morocco

https://marketpublishers.com/r/C97F4E8E646EN.html
Date: January 2024
Pages: 114
Price: US$ 2,650.00 (Single User License)
ID: C97F4E8E646EN

Abstracts

Consumer appliances in Morocco has demonstrated mixed performance amidst rising inflation and supply chain disruptions in 2023. Despite a dip in demand during 2021 and early 2022, certain categories have regained their pre-pandemic sales levels. Still, the vast majority of consumer appliance categories have yet to see a full recovery, due to current economic constraints and lower consumer purchasing power. The rising price of consumer appliances and tighter household budgets have become importan...

Euromonitor International's Consumer 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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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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Euromonitor International
January 2024

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