

Food Preparation Appliances in Morocco

<https://marketpublishers.com/r/FCF405AB694EN.html>

Date: January 2024

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: FCF405AB694EN

Abstracts

In 2023, small food preparation appliances like blenders and food processors continue to be top sellers in Morocco. The affordability and value these appliances offer makes them an attractive choice for many Moroccan households, particularly blenders and juice extractors. With people back to busy lifestyles outside the home, there has been growing demand for food preparation appliances that help reduce the time needed to prepare meals. In addition, as health awareness rises in the country, more...

Euromonitor International's Food Preparation 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation 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 Food Preparation 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.

Contents

Food Preparation Appliances in Morocco
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

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

Table 2 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 3 Sales of Food Preparation Appliances by Category: % Volume Growth
2018-2023

Table 4 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 6 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 7 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 8 Forecast Sales of Food Preparation Appliances by Category: Volume
2023-2028

Table 9 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 10 Forecast Sales of Food Preparation Appliances by Category: % Volume
Growth 2023-2028

Table 11 Forecast Sales of Food Preparation Appliances by Category: % Value Growth
2023-2028

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 12 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 13 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 14 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 15 Sales of Consumer Appliances by Category: Value 2018-2023

Table 16 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 18 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 22 Sales of Small Appliances by Category: Volume 2018-2023

Table 23 Sales of Small Appliances by Category: Value 2018-2023

Table 24 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 25 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 27 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 28 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 29 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 30 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 31 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 32 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 33 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 34 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 35 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 36 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 40 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 41 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 42 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 43 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Food Preparation Appliances in Morocco

Product link: <https://marketpublishers.com/r/FCF405AB694EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FCF405AB694EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970