

Furniture and Homewares Stores in Morocco

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Abstracts

Many Moroccan households became more interested in making their homes more modern towards the end of the review period and these developing needs and tastes benefited furniture and homewares stores. Morocco's furniture and homewares stores are now offering potential customers a wide range of functional furniture which responds to their need for more innovative and modern home decor.

Euromonitor International's Furniture and Homewares Stores in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

Get a detailed picture of the Furniture and Homewares Stores 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

FURNITURE AND HOMEWARES STORES IN MOROCCO

Euromonitor International

July 2013

Headlines

Trends

Channel Formats

Chart 1 Furniture and Homewares Stores: Kitea

Chart 2 Furniture and Homewares Stores: Mobilia

Channel Data

Table 1 Furniture and Homewares Stores: Value Sales, Outlets and Selling Space 2007-2012

Table 2 Furniture and Homewares Stores: Value Sales, Outlets and Selling Space: % Growth 2007-2012

Table 3 Furniture and Homewares Stores Company Shares: % Value 2008-2012

Table 4 Furniture and Homewares Stores Brand Shares: % Value 2009-2012

Table 5 Furniture and Homewares Stores Brand Shares: Outlets 2009-2012

Table 6 Furniture and Homewares Stores Brand Shares: Selling Space 2009-2012

Table 7 Furniture and Homewares Stores Forecasts: Value Sales, Outlets and Selling Space 2012-2017

Table 8 Furniture and Homewares Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2012-2017

Aksal Group SA in Retailing (morocco)

Strategic Direction

Key Facts

Summary 1 Aksal Group SA: Key Facts

Summary 2 Aksal Group SA: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Aksal Group SA: Competitive Position 2012

Kitea SA in Retailing (morocco)

Strategic Direction

Key Facts

Summary 4 Kitea SA: Key Facts

Summary 5 Kitea SA: Operational Indicators

Company Background

Chart 3 Kitea SA: Kitea in Morocco

Competitive Positioning

Summary 6 Kitea SA: Competitive Position 2012

Mobilia SA in Retailing (morocco)

Strategic Direction

Key Facts

Summary 7 Mobilia SA: Key Facts

Summary 8 Mobilia SA: Operational Indicators

Company Background

Chart 4 Mobilia SA: Mobilia in Morocco

Competitive Positioning

Summary 9 Mobilia SA: Competitive Position 2012

Uni Confort Maroc Dolidol in Retailing (morocco)

Strategic Direction

Key Facts

Summary 10 Uni Confort Maroc Dolidol: Key Facts

Summary 11 Uni Confort Maroc Dolidol: Operational Indicators

Company Background

Competitive Positioning

Summary 12 Uni Confort Maroc Dolidol: Competitive Position 2012

Executive Summary

Retailing Continues Growing in Spite of Temporary Economic Problems

Internet Retailing Forges Ahead

Non-grocery Retailing Suffers From Consumer Shift To Internet

Domestics Players Continue To Dominate

Shadow Over Moroccan Economic Future

Key Trends and Developments

Economic Conditions

Internet Retailing

New Concept in Retailing

Private Label Remains Popular in Morocco and Continues To Perform Well

Urbanisation and Increasing Number of Households Important Factors for Growth in Retailing

Growing Expansion of Smaller and Convenient Store-based Retailing Formats

Market Indicators

Table 9 Employment in Retailing 2007-2012

Market Data

Table 10 Sales in Retailing by Channel: Value 2007-2012

Table 11 Sales in Retailing by Channel: % Value Growth 2007-2012

Table 12 Sales in Store-Based Retailing by Channel: Value 2007-2012

Table 13 Store-Based Retailing Outlets by Channel: Units 2007-2012

Table 14 Sales in Store-Based Retailing by Channel: % Value Growth 2007-2012

Table 15 Store-Based Retailing Outlets by Channel: % Unit Growth 2007-2012

Table 16 Sales in Non-store Retailing by Channel: Value 2007-2012

Table 17 Sales in Non-store Retailing by Channel: % Value Growth 2007-2012

Table 18 Sales in Retailing by Grocery vs Non-Grocery: 2007-2012

Table 19 Sales in Non-Grocery Retailers by Channel: Value 2007-2012

Table 20 Non-Grocery Retailers Outlets by Channel: Units 2007-2012

Table 21 Sales in Non-Grocery Retailers by Channel: % Value Growth 2007-2012

Table 22 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2007-2012

Table 23 Retailing Company Shares: % Value 2008-2012

Table 24 Retailing Brand Shares: % Value 2009-2012

Table 25 Store-Based Retailing Company Shares: % Value 2008-2012

Table 26 Store-Based Retailing Brand Shares: % Value 2009-2012

Table 27 Store-Based Retailing Brand Shares: Outlets 2009-2012

Table 28 Non-store Retailing Company Shares: % Value 2008-2012

Table 29 Non-store Retailing Brand Shares: % Value 2009-2012

Table 30 Non-Grocery Retailers Company Shares: % Value 2008-2012

Table 31 Non-Grocery Retailers Brand Shares: % Value 2009-2012

Table 32 Non-Grocery Retailers Brand Shares: Outlets 2009-2012

Table 33 Forecast Sales in Retailing by Channel: Value 2012-2017

Table 34 Forecast Sales in Retailing by Channel: % Value Growth 2012-2017

Table 35 Forecast Sales in Store-Based Retailing by Channel: Value 2012-2017

Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2012-2017

Table 37 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2012-2017

Table 38 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2012-2017

Table 39 Forecast Sales in Non-store Retailing by Channel: Value 2012-2017

Table 40 Forecast Sales in Non-store Retailing by Channel: % Value Growth 2012-2017

Table 41 Forecast Sales in Non-Grocery Retailers by Channel: Value 2012-2017

Table 42 Forecast Non-Grocery Retailers Outlets by Channel: Units 2012-2017

Table 43 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2012-2017

Table 44 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2012-2017

Appendix

Operating Environment

Cash and Carry

Definitions

Sources

Summary 13 Research Sources

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