

# Large Cooking Appliances - Morocco

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## Abstracts

Large cooking appliances recorded strong growth in 2009, despite the global economic crisis. In 2010 retail sales grew only slightly slower, by 6% in volume terms and 4% in current value terms. Sales of large cooking appliances peak during Ramadan and Eid Al-Adha. Promotions cover all product types, but especially cookers, with Royal, for example, offering a cooker with four burners and a 46 litre oven for Dh1,999.

Euromonitor International's Large 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 2006-2010, 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 2015 illustrate how the market is set to change.

**Product coverage:** Automatic Tumble Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-In Dishwashers, Built-In Hobs, Built-In Home Laundry Appliances, Built-In Large Cooking Appliances, Built-In Microwaves, Built-In Refrigeration Appliances, Cooker Hoods, Cookers, Electric Wine Coolers/Chillers, Freestanding Dishwashers, Freestanding Home Laundry Appliances, Freestanding Large Cooking Appliances, Freestanding Microwaves, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges, Other Home Laundry Appliances, Ovens, Range Cookers, Semi-Automatic Washing Machines.

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

## Why buy this report?

Get a detailed picture of the Large 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Large Cooking Appliances in Morocco  
Euromonitor International  
March 2011

### LIST OF CONTENTS AND TABLES

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Large Cooking Appliances by Category: Volume 2005-2010

Table 2 Sales of Large Cooking Appliances by Category: Value 2005-2010

Table 3 Sales of Large Cooking Appliances by Category: % Volume Growth  
2005-2010

Table 4 Sales of Large Cooking Appliances by Category: % Value Growth 2005-2010

Table 5 Sales of Built-in Hobs by Format: % Breakdown 2005-2010

Table 6 Sales of Ovens by Format: % Breakdown 2005-2010

Table 7 Sales of Cookers by Format: % Breakdown 2005-2010

Table 8 Company Shares of Large Cooking Appliances 2006-2010

Table 9 Brand Shares of Large Cooking Appliances 2007-2010

Table 10 Company Shares of Built-in Hobs 2006-2010

Table 11 Company Shares of Ovens 2006-2010

Table 12 Company Shares of Cooker Hoods 2006-2010

Table 13 Company Shares of Built-in Cooker Hoods 2006-2010

Table 14 Company Shares of Freestanding Cooker Hoods 2006-2010

Table 15 Company Shares of Cookers 2006-2010

Table 16 Forecast Sales of Large Cooking Appliances by Category: Volume  
2010-2015

Table 17 Forecast Sales of Large Cooking Appliances by Category: Value 2010-2015

Table 18 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth  
2010-2015

Table 19 Forecast Sales of Large Cooking Appliances by Category: % Value Growth  
2010-2015

Fagor Electrodomesticos, S Coop - Consumer Appliances - Morocco

Strategic Direction

Key Facts

Summary 1 Fagor Electrodomesticos, S Coop: Key Facts

Summary 2 Fagor Electrodomesticos, S Coop: Operational Indicators

Company Background

Production

Summary 3 Fagor Electrodomesticos, S Coop: Production Statistics 2010

Competitive Positioning

Summary 4 Fagor Electrodomesticos, S Coop: Competitive Position 2010

Lg Corp - Consumer Appliances - Morocco

Strategic Direction

Key Facts

Summary 5 LG Corp: Key Facts

Summary 6 LG Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 7 LG Corp: Competitive Position 2010

Manar SA - Consumer Appliances - Morocco

Strategic Direction

Key Facts

Summary 8 Manar SA: Key Facts

Summary 9 Manar SA: Operational Indicators

Company Background

Production

Summary 10 Manar SA: Production Statistics 2010

Competitive Positioning

Summary 11 Manar SA: Competitive Position 2010

Whirlpool Corp - Consumer Appliances - Morocco

Strategic Direction

Key Facts

Summary 12 Whirlpool Corp: Key Facts

Summary 13 Whirlpool Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 14 Whirlpool Corp: Competitive Position 2010

Executive Summary

Major Appliances Suffered Only Slightly From the Global Financial Crisis

Sales Promotions Coincide With Religious Holidays

Affordable Second Homes Boost the Demand for Consumer Appliances

the Grey Market Loses Ground To Modern Distribution Formats

Unit Prices Decrease Due To Lower Customs Duties

Key Trends and Developments

Access To Credit Drives Sales of Consumer Appliances in Morocco

Housing and Tourism Growth Boosts the Demand for Built-in Appliances

Economic Growth Stimulates Consumer Spending

Manufacturers and Distributors Discover A New Niche in Rural Areas

Market Indicators

Table 20 Household Penetration of Selected Total Stock Consumer Appliances by Category 2005-2010

Table 21 Replacement Cycles of Consumer Appliances by Category 2007-2010

Market Data

Table 22 Sales of Consumer Appliances by Category: Volume 2005-2010

Table 23 Sales of Consumer Appliances by Category: Value 2005-2010

Table 24 Sales of Consumer Appliances by Category: % Volume Growth 2005-2010

Table 25 Sales of Consumer Appliances by Category: % Value Growth 2005-2010

Table 26 Sales of Major Appliances by Category and by Built-in/Freestanding Split: Volume 2005-2010

Table 27 Sales of Major Appliances by Category and by Built-in/Freestanding Split: Value 2005-2010

Table 28 Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Volume Growth 2005-2010

Table 29 Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Value Growth 2005-2010

Table 30 Sales of Small Appliances by Category: Volume 2005-2010

Table 31 Sales of Small Appliances by Category: Value 2005-2010

Table 32 Sales of Small Appliances by Category: % Volume Growth 2005-2010

Table 33 Sales of Small Appliances by Category: % Value Growth 2005-2010

Table 34 Company Shares of Major Appliances 2006-2010

Table 35 Brand Shares of Major Appliances 2007-2010

Table 36 Company Shares of Small Appliances 2006-2010

Table 37 Brand Shares of Small Appliances 2007-2010

Table 38 Major Appliances by Distribution Format: % Breakdown 2005-2010

Table 39 Small Appliances by Distribution Format: % Breakdown 2005-2010

Table 40 Forecast Sales of Consumer Appliances by Category: Volume 2010-2015

Table 41 Forecast Sales of Consumer Appliances by Category: Value 2010-2015

Table 42 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2010-2015

Table 43 Forecast Sales of Consumer Appliances by Category: % Value Growth

**2010-2015**

Table 44 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: Volume 2010-2015

Table 45 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: Value 2010-2015

Table 46 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Volume Growth 2010-2015

Table 47 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Value Growth 2010-2015

Table 48 Forecast Sales of Small Appliances by Category: Volume 2010-2015

Table 49 Forecast Sales of Small Appliances by Category: Value 2010-2015

Table 50 Forecast Sales of Small Appliances by Category: % Volume Growth 2010-2015

Table 51 Forecast Sales of Small Appliances by Category: % Value Growth 2010-2015

**Definitions**

Category and Subcategory Definitions

Distribution Definitions

Summary 15 Research Sources

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