

# Mobile Phones in Morocco

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## Abstracts

The 2022 finance law in Morocco introduced an internal consumption tax on smartphones and new “green” taxes, which is expected to raise the cost of electronic devices and household appliances. Analysts predict that the ongoing war in Ukraine and chip shortages will impact the tech sector, with smartphone sales being over estimated.

Euromonitor International's Mobile Phones in Morocco report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Feature Phones, Smartphones.

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

## Why buy this report?

Get a detailed picture of the Mobile Phones 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.

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While the consumption tax raises the cost of smartphones, widespread usage of smartphones and the launch of 4G stimulate volume and value sales growth in 2023. Category leaders experience share erosion as Chinese competitors gain traction. Samsung remains a leading innovator in the country, especially in folding smartphones while Oppo holds its first tech event in Morocco.

#### PROSPECTS AND OPPORTUNITIES

Smartphones benefit from widening demand for internet access. Population growth and increased social media use stimulate sales of smartphones. Industry players engage in a variety of strategies to keep consumers engaged.

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