

# Refrigeration Appliances in Morocco

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## Abstracts

The total closure of foodservice outlets, and home quarantine of Moroccans for several months in 2020, did not bring about an increase in retail sales of refrigeration appliances. Rather, refrigeration appliances declined significantly in both retail volume and current value terms. This is largely due to the economic problems that Moroccan consumers are experiencing as a result of the COVID-19 pandemic, including lower incomes and job losses. The pandemic has also caused problems with the logist...

Euromonitor International's Refrigeration 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 2016-2020, 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 2025 illustrate how the market is set to change.

**Product coverage:** Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

### Why buy this report?

Get a detailed picture of the Refrigeration 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.

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