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Small Kitchen Appliances (Non-Cooking) in Morocco

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Abstracts

Small kitchen appliances (non-cooking) recorded 4% retail volume growth and 5% current value growth in 2015. This performance was mainly driven by sales of kettles, which continued to dominate the category, accounting for 69% of volume sales. However, coffee mills saw the strongest growth in 2015 because Moroccan consumers are increasingly interested in consuming high-quality coffee, with many seeking to emulate the coffee-drinking experience they enjoy in specialist coffee shops; many...

Euromonitor International's Small Kitchen Appliances (Non-Cooking) 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 2011-2015, 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 2020 illustrate how the market is set to change.

Product coverage: Coffee Mills, Kettles, Other Small Kitchen Appliances (Non-Cooking).

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

Why buy this report?

Get a detailed picture of the Small Kitchen Appliances (Non-Cooking) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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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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