

# Appliances and Electronics Specialists in Morocco

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Market dynamics shift amidst economic challenges

Role of salespersons in purchasing decisions remains paramount

Comptoir Métallurgique Marocain retains the lead while entry of Haier marks premium product surge

### PROSPECTS AND OPPORTUNITIES

Consumer preference shifts towards premium and technological products

Digitalisation drives omni-channel retailing

Proximity, price sensitivity, and digitalisation shape competitive landscape

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### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Marjane Group expands digital footprint with marketplace launch, anticipates 20% turnover increase

Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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Chaabane

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Back to School

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