

Consumer Electronics in Morocco

July 2023

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Demand contracts in 2023 in a continuation from the previous year

Dell Technologies launches new security products and benefits from being certified as being “one of the best places to work” in the country

Industry players remain active in their engagement in new product launches

PROSPECTS AND OPPORTUNITIES

Economic reasons force tech and computer companies to lay off staff, affecting the consumer electronics industry in the short to near term

ONEE and the High Commission for Planning invest in the acquisition of new equipment helping to bolster the category

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 Hi-Fi systems continues to characterise the category

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 Samsung remains a leading innovator in the country, especially in folding smartphones while Oppo holds its first tech event in Morocco

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Continued positive though slowing forecast period growth of wireless speakers

Uncertain economic outlook dampens volume sales

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Apple maintains lead

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