

Home Video in Morocco

July 2023

Table of Contents

Home Video in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Televisions performs strongly in 2023 boosted by new product launches Growth for LG Corp thanks to rising demand for high quality televisions, such as OLEDs and large TVs Samsung Electronics endeavours to maintain category share through Black Friday discounts and new product launches

PROSPECTS AND OPPORTUNITIES

The imposition of new taxes leads to an increase in unit prices, especially for TVs over 32 inches Positive growth trajectory for televisions, despite declining usage among the country's youth New content delivery options make video players redundant

CATEGORY DATA

Table 1 - Sales of Home Video by Category: Volume 2018-2023
Table 2 - Sales of Home Video by Category: Value 2018-2023
Table 3 - Sales of Home Video by Category: % Volume Growth 2018-2023
Table 4 - Sales of Home Video by Category: % Value Growth 2018-2023
Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
Table 6 - NBO Company Shares of Home Video: % Volume 2019-2023
Table 7 - LBN Brand Shares of Home Video: % Volume 2020-2023
Table 8 - Distribution of Home Video by Category: Volume 2018-2023
Table 9 - Forecast Sales of Home Video by Category: Volume 2023-2028
Table 10 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

Consumer Electronics in Morocco - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2018-2023
Table 15 - Sales of Consumer Electronics by Category: Value 2018-2023
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 19 - LBN Brand Shares of Consumer Electronics by Channel: % Volume 2018-2023
Table 20 - Distribution of Consumer Electronics by Category: Volume 2018-2023
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

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