

# Refrigeration Appliances in Morocco

January 2024

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## Refrigeration Appliances in Morocco - Category analysis

## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slowdown in volume growth as consumers economise

Local brands gain appeal due to affordability and stronger domestic production

Brands focus on customisation and personalisation trend

## PROSPECTS AND OPPORTUNITIES

Sales expected to improve once economy starts to recover

More players expected to localise production

Innovation to focus on niche markets and customisation

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