

Mobile Phones in Morocco

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

While the consumption tax raises the cost of smartphones, widespread usage of smartphones and the launch of 4G stimulate volume and value sales growth in 2023

Category leaders experience share erosion as Chinese competitors gain traction

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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Smartphones benefits from widening demand for internet access

Population growth and increased social media use stimulate sales of smartphones

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