



Air Conditioners in Morocco

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite economic constraints, eco-friendly cooling solutions gain traction

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Moroccan consumers prioritise effective and eco-friendly cooling solutions

Growth in portable air conditioners driven by affordable climate control

Sustainability drives growth in a price-sensitive market

WHAT'S NEXT?

Air conditioners' growth set to be driven by housing market performance

Opportunities set to arise for portable room air conditioners, due to their affordability

Manufacturers will be urged to produce locally

COMPETITIVE LANDSCAPE

Leading manufacturers maintain dominance through brand loyalty

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Appliance and electronics specialists drive sales through competitive pricing

Retail e-commerce gains traction with pure players

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[Consumer Appliances in Morocco - Industry Overview](#)

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KEY DATA FINDINGS

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Affluent consumers drive personal care appliances sales

Bosch Maroc invests in sustainable products to capture rising demand

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Retail e-commerce gains traction with competitive pricing and convenience

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