



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

CHANNELS

Appliance and electronics specialists drive sales through competitive pricing

Retail e-commerce gains traction with pure players

PRODUCTS

Carrier drives eco-friendly innovation with "green" range products

Chart 2 - Carrier Offers Products in its "Green" Range

Megalife's portable room air conditioner exemplifies sustainability

Chart 3 - Megalife Offers an Eco-Friendly Portable Air Conditioner

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EXECUTIVE SUMMARY

High import taxes and diminished consumer confidence slow consumer appliances' growth

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Moroccan economy slows down demand for consumer appliances

Affluent consumers drive personal care appliances sales

Bosch Maroc invests in sustainable products to capture rising demand

WHAT'S NEXT?

Growth in spending power and local production set to boost consumer appliances sales

Personal care appliances set to remain the largest and best performing category

Direct-to-consumer sales and experiential retail expected to gain traction

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading manufacturers maintain market share amidst economic challenges

CHANNELS

Appliance and electronics specialists lead retail sales

Retail e-commerce gains traction with competitive pricing and convenience

Direct-to-consumer sales gain traction through local production

Chart 6 - Analyst Insight

PRODUCTS

Bosch Maroc exemplifies sustainable innovation

Chart 7 - Bosch Maroc Invests in Sustainable Products

ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Morocco 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Morocco 2025

Chart 11 - Consumer Landscape in Morocco 2025

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SOURCES

Summary 1 - Research Sources

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