

Heat Pumps in Morocco

March 2026

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High costs and cautious consumer spending cause heat pumps sales to decline

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and energy efficiency is driving awareness of heat pumps

Air to water heat pumps is the main category, driven by eco-friendly climate control

Manufacturers urged to product locally and increase consumer awareness

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Local production and awareness anticipated to boost heat pumps adoption

Air source heat pumps expected to lead market growth with ease of installation

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