

Refrigeration Appliances in Morocco

December 2022

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Refrigeration Appliances in Morocco - Category analysis

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2022 DEVELOPMENTS

Fuller recovery seen in 2022 as economy activity has resumed
Prices fall as players turn to discounting activities to drive demand
Players focus on new product offers with innovative features

PROSPECTS AND OPPORTUNITIES

Sales expected to improve once economy starts to recover
Price discounting and financing set to play a key role in driving demand
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