



# Microwaves in Morocco

March 2026

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### KEY DATA FINDINGS

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Energy efficiency boosts microwaves sales growth, despite slow performance

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

High import taxes and consumer skepticism dampen sales

Freestanding microwaves lead market share

#### WHAT'S NEXT?

Convenience and customisation set to drive microwave sales

Freestanding microwaves expected to maintain dominance

Local production set to boost growth prospects

#### COMPETITIVE LANDSCAPE

Beko Corp and LG Corp maintain dominance with steady shares

#### CHANNELS

Retail offline dominates microwaves sales, driven by hypermarkets and specialist stores

Retail e-commerce gains traction through convenience and competitive pricing

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

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

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

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