

Imaging Devices in Morocco

July 2025

Table of Contents

Imaging Devices in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of imaging devices continue to decline as a result of smartphones

Imaging devices remains a consolidated category

Appliance and electronic specialists adopt omnichannel strategies to maintain dominance

PROSPECTS AND OPPORTUNITIES

Improved smartphone cameras present a further threat to sales

Al capabilities may come into play as a way to compete with smartphones

Nostalgia and tourism may play a role in keeping the category alive

CATEGORY DATA

- Table 1 Sales of Imaging Devices by Category: Volume 2020-2025
- Table 2 Sales of Imaging Devices by Category: Value 2020-2025
- Table 3 Sales of Imaging Devices by Category: % Volume Growth 2020-2025
- Table 4 Sales of Imaging Devices by Category: % Value Growth 2020-2025
- Table 5 NBO Company Shares of Imaging Devices: % Volume 2021-2025
- Table 6 LBN Brand Shares of Imaging Devices: % Volume 2022-2025
- Table 7 Distribution of Imaging Devices by Channel: % Volume 2020-2025
- Table 8 Forecast Sales of Imaging Devices by Category: Volume 2025-2030
- Table 9 Forecast Sales of Imaging Devices by Category: Value 2025-2030
- Table 10 Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
- Table 11 Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Consumer Electronics in Morocco - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

- Table 12 Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 13 Sales of Consumer Electronics by Category: Value 2020-2025
- Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 15 Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 16 NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 18 Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 20 Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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