



**Euromonitor
International**

Home Video in Morocco

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic recovery and an improving housing market boosts sales of televisions

Samsung extends its lead despite increasing competition

Brand stores help appliance and electronic stores lead distribution

PROSPECTS AND OPPORTUNITIES

Volume growth will be sluggish in the forecast, with the majority of demand stemming from the upper income segment.

Xiaomi could disrupt the market as consumers look for higher quality at lower prices

Most consumers will continue to look for value which could favour cheaper brands

CATEGORY DATA

Table 1 - Sales of Home Video by Category: Volume 2020-2025

Table 2 - Sales of Home Video by Category: Value 2020-2025

Table 3 - Sales of Home Video by Category: % Volume Growth 2020-2025

Table 4 - Sales of Home Video by Category: % Value Growth 2020-2025

Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025

Table 6 - NBO Company Shares of Home Video: % Volume 2021-2025

Table 7 - LBN Brand Shares of Home Video: % Volume 2022-2025

Table 8 - Distribution of Home Video by Channel: % Volume 2020-2025

Table 9 - Forecast Sales of Home Video by Category: Volume 2025-2030

Table 10 - Forecast Sales of Home Video by Category: Value 2025-2030

Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030

Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 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 14 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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SOURCES

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