



# Home Laundry Appliances in Morocco

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Table of Contents

## Home Laundry Appliances in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Market polarisation shapes home laundry appliances in Morocco

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Negative perceptions of purchasing power impact sales

Automatic washing machines remain the largest category, driven by premiumisation

AI-integrated appliances appeal to the premium consumer segment

#### WHAT'S NEXT?

Premium brands capitalise on energy efficiency and local production

Semi-automatic washing machines set to experience moderate growth

Brands are expected to open new stores in Morocco

Chart 2 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Samsung Corp and LG Corp lead home laundry appliances in Morocco

#### CHANNELS

Appliance and electronics specialists drive sales with wide presence

Retail e-commerce gains traction with competitive offerings

#### PRODUCTS

Bosch drives premiumisation with smart appliance innovations

Chart 3 - Bosch Offers Premium, Smart Products to Tap into Affluent Consumer Segment

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## Consumer Appliances in Morocco - Industry Overview

### EXECUTIVE SUMMARY

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

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Moroccan economy slows down demand for consumer appliances

Affluent consumers drive personal care appliances sales

Bosch Maroc invests in sustainable products to capture rising demand

#### WHAT'S NEXT?

Growth in spending power and local production set to boost consumer appliances sales

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

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

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Leading manufacturers maintain market share amidst economic challenges

#### CHANNELS

Appliance and electronics specialists lead retail sales  
Retail e-commerce gains traction with competitive pricing and convenience  
Direct-to-consumer sales gain traction through local production  
Chart 6 - Analyst Insight

## PRODUCTS

Bosch Maroc exemplifies sustainable innovation  
Chart 7 - Bosch Maroc Invests in Sustainable Products

## ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030  
Chart 9 - PEST Analysis in Morocco 2025

## CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Morocco 2025  
Chart 11 - Consumer Landscape in Morocco 2025

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## SOURCES

Summary 1 - Research Sources

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