



# Refrigeration Appliances in Morocco

March 2026

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## Refrigeration Appliances in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premiumisation drives value sales, while cost-consciousness causes volume sales decline

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Market polarisation drives volume sales decline and value sales growth

Fridge freezers remains the largest category, driven by demand for energy efficiency

Premiumisation boosts value sales through advanced features

#### WHAT'S NEXT?

Upper income consumers drive growth through premium products

Chart 2 - Analyst Insight

Fridge freezers expected to remain the largest category, driven by energy-efficiency

AI innovation set to influence premium product design

#### COMPETITIVE LANDSCAPE

Beko Corp continues to lead, while Samsung Corp maintains its share through innovation

#### CHANNELS

Appliances and electronics specialists drive sales with wide product range

Retail e-commerce plays a supporting role in sales

#### PRODUCTS

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### 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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#### COMPETITIVE LANDSCAPE

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Appliance and electronics specialists lead retail sales  
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