



Euromonitor  
International

# Wearable Electronics in Morocco

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Wearables continue to experience strong growth driven by health and wellness and alternative brands  
Cheaper brands take a bite out of Apple's share  
Appliance and electronics specialists and e-commerce account for most sales

### PROSPECTS AND OPPORTUNITIES

Expanding variety of products at differing price points will increase access  
Alternative products such as fitness rings expected to enter the market  
Players will need to focus on both the function and the form to push sales

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wearable-electronics-in-morocco/report](http://www.euromonitor.com/wearable-electronics-in-morocco/report).