



Euromonitor
International

Food Preparation Appliances in Morocco

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Food Preparation Appliances in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising import taxes pose a significant challenge for food preparation appliances' growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium offerings mitigate economic challenges

Direct-to-consumer distribution drives blenders and mixers sales

Sustainability drives consumer interest

WHAT'S NEXT?

Local production expected to boost volume sales with affordable solutions

Chart 2 - Analyst Insight

Demand for blenders, mixers, and centrifugal juicers set to remain over the forecast period

Manufacturers will need to adopt omnichannel strategies

COMPETITIVE LANDSCAPE

SEB Groupe maintains lead with diverse product portfolio

CHANNELS

Appliances and electronics specialists maintain market share through price slashing

Retail e-commerce gains traction through convenience

Smeg drives premiumisation through direct-to-consumer sales and online presence

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

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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

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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

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