



**Euromonitor
International**

Microwaves in Morocco

March 2026

Table of Contents

Microwaves in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy efficiency boosts microwaves sales growth, despite slow performance

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

High import taxes and consumer skepticism dampen sales

Freestanding microwaves lead market share

WHAT'S NEXT?

Convenience and customisation set to drive microwave sales

Freestanding microwaves expected to maintain dominance

Local production set to boost growth prospects

COMPETITIVE LANDSCAPE

Beko Corp and LG Corp maintain dominance with steady shares

CHANNELS

Retail offline dominates microwaves sales, driven by hypermarkets and specialist stores

Retail e-commerce gains traction through convenience and competitive pricing

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Morocco - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

Chart 2 - 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 3 - 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 4 - Analyst Insight

PRODUCTS

Bosch Maroc exemplifies sustainable innovation

Chart 5 - Bosch Maroc Invests in Sustainable Products

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Morocco 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Morocco 2025

Chart 9 - Consumer Landscape in Morocco 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/microwaves-in-morocco/report.