



Euromonitor
International

Small Cooking Appliances in Morocco

March 2026

[Table of Contents](#)

Small Cooking Appliances in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation and economic factors stall volume growth in small cooking appliances

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Negative perceptions of spending power stall volume sales of small cooking appliances

Kettles remains the largest category, while coffee machines gain traction

Demand for Moroccan heritage-inspired designs drive brands to customise their offerings

WHAT'S NEXT?

Demand for Moroccan heritage-inspired designs is expected to increase

Chart 2 - Analyst Insight

Coffee machines set to remain best performing category through Bosch's local investment

World Cup-themed appliances are expected to drive growth

COMPETITIVE LANDSCAPE

SEB Groupe maintains its lead as competitors stabilise shares

Smeg's collaboration with Dolce&Gabbana drives interest in Moroccan heritage

Chart 3 - Smeg's Partnership with Italian Fashion Designer Dolce&Gabbana Doing Well

CHANNELS

Appliance and electronics specialists and retail e-commerce drive sales

PRODUCTS

Nespresso exemplifies energy-efficient design

Chart 4 - Nespresso's Pixie Offers Stated Energy Saving via Shut Down Modes

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 5 - 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 6 - 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 7 - Analyst Insight

PRODUCTS

Bosch Maroc exemplifies sustainable innovation

Chart 8 - Bosch Maroc Invests in Sustainable Products

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Morocco 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Morocco 2025

Chart 12 - 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/small-cooking-appliances-in-morocco/report.