



Appliances and Electronics Specialists in Morocco

February 2024

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Appliances and Electronics Specialists in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Market dynamics shift amidst economic challenges

Role of salespersons in purchasing decisions remains paramount

Comptoir Métallurgique Marocain retains the lead while entry of Haier marks premium product surge

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Consumer preference shifts towards premium and technological products

Digitalisation drives omni-channel retailing

Proximity, price sensitivity, and digitalisation shape competitive landscape

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Finance law bolsters local market with increased duties on imported textile brands

What next for retail?

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Chaabane

Ramadan

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