

Home Audio and Cinema in Morocco

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Slight increase in volume sales in 2022 although consumers remain relatively disinterested due to the high average unit prices of these products

Sony consolidates its lead in this largely static competitive environment

Hi-Fi systems continues to characterise the category

PROSPECTS AND OPPORTUNITIES

Minimal volume growth over the forecast period due to consumer price sensitivity and advancement in competing categories

Uncertain economic outlook dampens volume sales

Hi-Fi systems appeals to low- and middle-income consumers

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