

Consumer Electronics in Morocco

July 2023

Table of Contents

Consumer Electronics in Morocco

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand contracts in 2023 in a continuation from the previous year

Dell Technologies launches new security products and benefits from being certified as being “one of the best places to work” in the country

Industry players remain active in their engagement in new product launches

PROSPECTS AND OPPORTUNITIES

Economic reasons force tech and computer companies to lay off staff, affecting the consumer electronics industry in the short to near term

ONEE and the High Commission for Planning invest in the acquisition of new equipment helping to bolster the category

The Mohammed VI Foundation's Nafida 2 programme subsidises consumers when purchasing computers as well as internet and mobile services

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 - Sales of Computers by Category: Business Volume 2018-2023

Table 17 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2023-2028
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

In-Car Entertainment in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further volume declines in 2023 as the category faces pressure from inflation, supply shortages and fewer players
 Cars increasingly have in-built systems negating demand for in-car entertainment
 Free navigation apps hamper sales of in-car navigation systems

PROSPECTS AND OPPORTUNITIES

Negative outlook over the forecast period
 Chinese brands gain volume share
 Morocco's booming car manufacturing industry does not bode well for in-car entertainment

CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2018-2023
- Table 32 - Sales of In-Car Entertainment by Category: Value 2018-2023
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

Home Audio and Cinema in Morocco

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

CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Home Video in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Televisions performs strongly in 2023 boosted by new product launches
- Growth for LG Corp thanks to rising demand for high quality televisions, such as OLEDs and large TVs
- Samsung Electronics endeavours to maintain category share through Black Friday discounts and new product launches

PROSPECTS AND OPPORTUNITIES

- The imposition of new taxes leads to an increase in unit prices, especially for TVs over 32 inches
- Positive growth trajectory for televisions, despite declining usage among the country's youth
- New content delivery options make video players redundant

CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2018-2023
- Table 54 - Sales of Home Video by Category: Value 2018-2023
- Table 55 - Sales of Home Video by Category: % Volume Growth 2018-2023
- Table 56 - Sales of Home Video by Category: % Value Growth 2018-2023
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
- Table 58 - NBO Company Shares of Home Video: % Volume 2019-2023
- Table 59 - LBN Brand Shares of Home Video: % Volume 2020-2023
- Table 60 - Distribution of Home Video by Channel: % Volume 2018-2023
- Table 61 - Forecast Sales of Home Video by Category: Volume 2023-2028
- Table 62 - Forecast Sales of Home Video by Category: Value 2023-2028
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

Headphones in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

- TWS earbuds drives volume sales in headphones in 2023
- Rapidly changing technology means headphones need to be upgraded frequently
- Apple continues to lead although the competitive landscape becomes more fragmented

PROSPECTS AND OPPORTUNITIES

- Healthy volume growth over the forecast period
- Further shift away from wireless earphones
- Affordable brands gain volume share over the forecast period

CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2018-2023
- Table 67 - Sales of Headphones by Category: Value 2018-2023

- Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023
- Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023
- Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023
- Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023
- Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023
- Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028
- Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028
- Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028
- Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Imaging Devices in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Ongoing steep contraction in volume sales in 2023
- Digital cameras and digital camcorders each face strong volume contractions
- Canon retains its category lead due to its wide portfolio across different price points

PROSPECTS AND OPPORTUNITIES

- Bleak outlook over forecast period
- Lifting of restrictions offers some opportunities for digital camcorders
- Uncertain economic outlook dampens volume sales

CATEGORY DATA

- Table 77 - Sales of Imaging Devices by Category: Volume 2018-2023
- Table 78 - Sales of Imaging Devices by Category: Value 2018-2023
- Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023
- Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023
- Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023
- Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023
- Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023
- Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028
- Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028
- Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
- Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

Mobile Phones in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

- While the consumption tax raises the cost of smartphones, widespread usage of smartphones and the launch of 4G stimulate volume and value sales growth in 2023
- Category leaders experience share erosion as Chinese competitors gain traction
- Samsung remains a leading innovator in the country, especially in folding smartphones while Oppo holds its first tech event in Morocco

PROSPECTS AND OPPORTUNITIES

- Smartphones benefits from widening demand for internet access
- Population growth and increased social media use stimulate sales of smartphones
- Industry players engage in a variety of strategies to keep consumers engaged

CATEGORY DATA

- Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 - Sales of Mobile Phones by Category: Value 2018-2023
 Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2018-2023
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2019-2023
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2018-2023
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2023-2028
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Portable Players in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued volume decline for portable media players, portable multimedia players and other portable media players dampens category growth
 Positive volume growth of wireless speakers in 2023
 Manufacturers' strength in wireless speakers is key to overall category performance

PROSPECTS AND OPPORTUNITIES

Ongoing decline of portable media players over the forecast period
 Continued positive though slowing forecast period growth of wireless speakers
 Uncertain economic outlook dampens volume sales

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2018-2023
 Table 102 - Sales of Portable Players by Category: Value 2018-2023
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023
 Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023
 Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023
 Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028
 Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Wearable Electronics in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong sales performance of wearable electronics in 2023 as consumers embrace these products
 Small consumer base and current economic context limit industry investment in 2023
 Apple maintains lead

PROSPECTS AND OPPORTUNITIES

Ongoing shift towards smart wearables
 Rising health consciousness bodes well for wearable electronics
 Cheaper Chinese products gain ground among cash-strapped consumers, though Apple retains its lead

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2018-2023
Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023
Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023
Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023
Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023
Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028
Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028
Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028
Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

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