

# Consumer Electronics in Morocco

July 2023

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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

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 Hi-Fi systems continues to characterise the category

### PROSPECTS AND OPPORTUNITIES

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 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

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Positive volume growth of wireless speakers in 2023

Manufacturers' strength in wireless speakers is key to overall category performance

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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

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Apple maintains lead

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Ongoing shift towards smart wearables

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Cheaper Chinese products gain ground among cash-strapped consumers, though Apple retains its lead

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