

Computers and Peripherals in Morocco

July 2023

Table of Contents

Computers and Peripherals in Morocco - Category analysis

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

Table 2 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 5 - Sales of Computers by Category: Business Volume 2018-2023

Table 6 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 7 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 8 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 16 - Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

Consumer Electronics in Morocco - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 21 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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