

Home Video in Morocco

July 2023

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Home Video in Morocco - Category analysis

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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

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