



Home Audio and Cinema in Morocco

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home audio cinema products face competition from modern alternatives

JBL leads while Devialet benefits from the high-quality image of its products

Appliances and electronics specialists benefit from promotional activities, expert advice and payment plans

PROSPECTS AND OPPORTUNITIES

Home audio and cinema is expected to struggle over the forecast period

Innovation will be directed towards sound quality and portability

Aesthetically appealing and retro products will appeal to higher income consumers

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