



Vacuum Cleaners in Morocco

March 2026

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Vacuum Cleaners in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and multi-functionality shape demand for vacuum cleaners in Morocco

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Slow volume growth masks value sales surge driven by premiumisation

Standard vacuum cleaners remain largest category, while robotic vacuum cleaners experience growth

Consumer demand for multi-functionality and compact designs rises

WHAT'S NEXT?

Local production is expected to drive future sales

Standard vacuum cleaners will remain the most popular, driven by increasing consumer spending confidence

Chart 2 - Analyst Insight

Competitive pricing is anticipated to stimulate the market

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Top companies maintain their lead through premiumisation, while EZIclean gains traction

EZIclean launches an innovative, dog-friendly, robotic vacuum cleaner

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KEY DATA FINDINGS

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Affluent consumers drive personal care appliances sales

Bosch Maroc invests in sustainable products to capture rising demand

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Personal care appliances set to remain the largest and best performing category

Direct-to-consumer sales and experiential retail expected to gain traction

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Leading manufacturers maintain market share amidst economic challenges

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