



Euromonitor  
International

# Home Laundry Appliances in Morocco

March 2026

Table of Contents

## Home Laundry Appliances in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Market polarisation shapes home laundry appliances in Morocco

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Negative perceptions of purchasing power impact sales

Automatic washing machines remain the largest category, driven by premiumisation

AI-integrated appliances appeal to the premium consumer segment

### WHAT'S NEXT?

Premium brands capitalise on energy efficiency and local production

Semi-automatic washing machines set to experience moderate growth

Brands are expected to open new stores in Morocco

Chart 2 - Analyst Insight

### COMPETITIVE LANDSCAPE

Samsung Corp and LG Corp lead home laundry appliances in Morocco

### CHANNELS

Appliance and electronics specialists drive sales with wide presence

Retail e-commerce gains traction with competitive offerings

### PRODUCTS

Bosch drives premiumisation with smart appliance innovations

Chart 3 - Bosch Offers Premium, Smart Products to Tap into Affluent Consumer Segment

### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Morocco - Industry Overview

### EXECUTIVE SUMMARY

High import taxes and diminished consumer confidence slow consumer appliances' growth

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

### INDUSTRY PERFORMANCE

Moroccan economy slows down demand for consumer appliances

Affluent consumers drive personal care appliances sales

Bosch Maroc invests in sustainable products to capture rising demand

### WHAT'S NEXT?

Growth in spending power and local production set to boost consumer appliances sales

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

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

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

### COMPETITIVE LANDSCAPE

Leading manufacturers maintain market share amidst economic challenges

### CHANNELS

Appliance and electronics specialists lead retail sales

Retail e-commerce gains traction with competitive pricing and convenience

Direct-to-consumer sales gain traction through local production

Chart 6 - Analyst Insight

## PRODUCTS

Bosch Maroc exemplifies sustainable innovation

Chart 7 - Bosch Maroc Invests in Sustainable Products

## ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Morocco 2025

## CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Morocco 2025

Chart 11 - Consumer Landscape in Morocco 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-laundry-appliances-in-morocco/report](https://www.euromonitor.com/home-laundry-appliances-in-morocco/report).