

# **Dishwashers in Morocco**

January 2024

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### Dishwashers in Morocco - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Dishwasher volume sales restored back to pre-pandemic levels Pandemic leaves lasting impact on dishwasher category Beko brand gains retail volume share as affordability wins over consumers

#### PROSPECTS AND OPPORTUNITIES

Rising demand for dishwashers as purchasing power strengthens Players to use price discounting to drive sales Consumers seek affordable dishwashers and supplies

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