

## **Cooking Ingredients and Meals in Morocco**

Market Direction | 2022-11-04 | 49 pages | Euromonitor

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### **Report description:**

The Moroccan economy has been negatively impacted by the fallout from the pandemic including higher unemployment which has resulted in lower disposable incomes. Since most Moroccans have become price sensitive during the hard economic conditions, they are being strongly attracted to low prices and discount offers which favours sales of cheap domestic brands. The parallel market of unpackaged products will also continue to gain a foothold in Morocco over 2022 as consumers became increasingly price...

Euromonitor International's Cooking Ingredients and Meals in Morocco report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Cooking Ingredients and Meals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2022

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