

Sweet Spreads in Morocco

Market Direction | 2022-11-04 | 21 pages | Euromonitor

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Report description:

Sweet spreads will record a slowdown in volume growth in 2022 to record only modest growth due to changes in Moroccan purchasing habits. Following the impact of the COVID-19 health crisis, Moroccan consumers are turning to healthier alternatives such as olive oil and argan oil, to support their overall health and wellbeing. Such items are commonly consumed with bread for breakfast in the country and thus directly replace use of sweet spreads. Jams and chocolate spreads particularly suffered beca...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet Spreads 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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SWEET SPREADS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sweet spreads see slowdown in volume growth due to maturity and health concerns

Honey drives volume sales thanks to health benefits with nut and seed based spreads benefitting from new interest in packaged amlou

Standard and private label brands dominate overall category though Nutella makes gains chocolate spreads

PROSPECTS AND OPPORTUNITIES

Honey's healthy positioning will help it to overtake jams and preserves to become Morocco's most popular sweet spread

Under ongoing economic difficulties, price increases are likely to be as restrained

Good growth opportunities for nut and seed based spreads, though affordability remains an issue

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