

Baked Goods in Morocco

Market Direction | 2022-11-17 | 22 pages | Euromonitor

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Report description:

In 2021, Morocco saw a weak agricultural year in comparison to previous years' harvests. This was due to unfavourable climatic conditions which did not give a good cereal harvest. As a result, manufacturers relied more on importing cereals in order to satisfy local needs over 2022. This has entailed an upward trend in the prices of baked goods, due to the rising prices of raw material costs, such as sugar and wheat flour, which has caused the cost of baked goods to increase. This, in turn has fo...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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Bread-based meals become popular as budgets tighten in 2022.

Unpackaged products see strong growth in 2022

In-store bakeries fare well, as they are perceived as offering fresh produce

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