

Processed Meat, Seafood and Alternatives To Meat in Morocco

Market Direction | 2022-11-17 | 24 pages | Euromonitor

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Report description:

In 2022, processed meat, seafood and alternatives to meat lacks innovation and local players are not particularly interested in developing this area, as they have to contend with private label and low-priced imported brands, as well as a lack of brand loyalty from consumers. Although processed meat, seafood and alternatives to meat products are seen as being economical due to low prices, and are perceived as being convenient, most consumers still view these products as unhealthy due to the addit...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Processed meat, seafood and alternatives to meat lacks innovation, yet still holds some audience appeal

Processed seafood benefits from hygiene concerns regarding "fresh" fish/seafood and the rising popularity of tuna

Intense competition forces players to diversify, with the introduction of healthy brands popular and price points remaining important

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Good retail volume growth for seafood expected over the forecast period

Time constraints push consumers to find quick meal alternatives

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