

Rice, Pasta and Noodles in Morocco

Market Direction | 2022-11-17 | 27 pages | Euromonitor

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Report description:

Volume sales in rice, pasta and noodles is seeing modest growth 2022. This is mainly due to the economic recession which has forced low- and middle-income consumers to cut their spending on non-essential, more expensive food, such as noodles. Furthermore, the large lower-income consumer base sees pasta as a luxury product and, therefore, has reverted back to the staple traditional food of bread as a cheap alternative during a time of financial constraint.

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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Euromonitor International
November 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales modest as low-income consumers switch back to cheaper bread-based diets

Pasta players keep prices to a minimum to broaden appeal to price-sensitive consumers

Sales in noodles limited to urban areas, with a lack of product ranges available

PROSPECTS AND OPPORTUNITIES

Players to tap into increasing polarisation between upper- and lower-income consumers

Pasta and rice to be boosted by growing interest in foreign cuisine

Moroccan players to benefit as they offer lower prices

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