

Juice in Morocco

Market Direction | 2022-12-13 | 29 pages | Euromonitor

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Report description:

Juice continued to register negative growth in 2022. The main reason behind the contraction of packaged juice sales is the popularity of unpackaged juice in the country. Morocco is one of the biggest global producers of oranges, with annual production estimated at 2.5 million tonnes. However, oranges are either exported or supplied to the local market, with a very small quantity being channelled into packaged juice processing. Local suppliers prefer to sell oranges to local markets or export the...

Euromonitor International's Juice in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Vegetable juices launch, aligning with growing organic and health trends

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