

Meat in Morocco

Market Direction | 2022-12-14 | 17 pages | Euromonitor

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Report description:

Meat sales registered a positive total volume growth rate in 2022, due to the solid performance of poultry and beef. Meat prices remain high due to increasing production costs and the rising cost of animal feed, which registered a high price increase during 2021 and 2022. The production of red meat is 80% based on a diet derived from grains (corn, soya, sunflower and barley), and the vast majority of these products are imported, with 50% price rise on these imports in 2022.

Euromonitor International's Meat 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 in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

Why buy this report?

- * Get a detailed picture of the 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.

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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