

Drinking Milk Products in Morocco

Market Direction | 2022-09-08 | 23 pages | Euromonitor

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Report description:

Drinking milk is expected to register a decline in volume sales and only a minimal increase in current value sales. The repercussions of the 2018 boycott of Danone milk due to its high prices is still being felt. Sales through informal channels is increasing and while milk production is increasing, volumes collected by treatment facilities is decreasing, as more unpasteurised milk is sold informally through dairy shops (Mahlaba) or by street vendors. As a result, though there was inflationary pr...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Table of Contents:

Drinking Milk Products in Morocco

Euromonitor International

January 2023

List Of Contents And Tables

DRINKING MILK PRODUCTS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased informal sales of drinking milk leads to volume decline

Shelf stable outperforms fresh milk

Centrale Danone continues to lead in 2022, though Cooperative COPAG narrows gap

PROSPECTS AND OPPORTUNITIES

Slight volume decline over forecast period

Opportunities for value-added developments

Price rises kept to a minimum in spite of inflationary pressure

CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 2 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 7 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 8 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 9 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 10 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN MOROCCO

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Penetration of Private Label by Category: % Value 2017-2022

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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