

## **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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Euromonitor International  
January 2023

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