

Sauces, Dips and Condiments in Morocco

Market Direction | 2022-11-04 | 25 pages | Euromonitor

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Report description:

Many categories within sauce, dips and condiments are benefitting from the recovery of consumer foodservice in the aftermath of lockdown restrictions lifting and the return of tourism. This also benefits retail sales as local consumers have become more aware of Western condiments (such as ketchup, mayonnaise, and mustard) thanks to their use in fast food outlets and are therefore more likely to purchase them for home use. In addition, due to the rising economic uncertainty in 2022, many consumer...

Euromonitor International's Sauces, Dips and Condiments 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: Cooking Ingredients and Condiments, Dips, Other Sauces and Condiments, Pickled Products, Sauces, Yeast-based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sauces, Dips and Condiments 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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reliable information resources to help drive informed strategic planning.

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SAUCES, DIPS AND CONDIMENTS IN MOROCCO

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Rising economic uncertainty thwarts further growth in volume sales

Mayonnaise see fastest value growth though all-purpose mixes are on the rise

Les Conserves de Meknes Aicha's Aicha brand remains dominant in tomato pastes and purees

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Economic downturn will continue to be felt over the forecast period

Introduction of smaller pack sizes expected to help players sustain volume sales

Product differentiation will remain a key strategy in table sauces

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