

Plant-Based Dairy in Morocco

Market Direction | 2022-09-01 | 20 pages | Euromonitor

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Report description:

Plant-based dairy remains undeveloped in Morocco. Soya-based drinks was the first product type introduced in Morocco, Copralim was the first mover with its Sojasun, followed by Food Group Trading with its Bjorg brand. These two brands have struggled to gain mass appeal and are only available through modern grocery retailers. In addition, the high price is also a hurdle. Copralim has recently expanded beyond plant-based milk, with Sojasun creme and Sojasun desserts. While soy drinks were the first...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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