

Chocolate Confectionery in Morocco

Market Direction | 2023-07-10 | 21 pages | Euromonitor

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Report description:

Retail sales of chocolate confectionery saw slightly slower growth in volume terms in 2023. This was attributable to inflationary pressures, which forced many Moroccan consumers to reduce spending on perceived non-essential or luxury purchases. Unit prices of chocolate confectionery increased gradually throughout the year, thanks to the rising cost of raw materials, namely imported cacao powder. However, it should be noted that the increase in average unit prices within chocolate confectionery i...

Euromonitor International's Chocolate Confectionery 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery 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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