

Gum in Morocco

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Retail sales of gum saw a modest performance in volume terms in 2023, continuing the trend of the previous year. Demand was restricted by the uncertain economic climate, which forced Moroccans to people cut back on unnecessary expenses, including snack products such as gum. However, leading players Mondelez International Inc and Foods & Goods SA (Perfetti) were able to sustain growth in the category by expanding their respective ranges of sugar-free gum offerings. Increasingly hectic lifestyles,...

Euromonitor International's Gum 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: Bubble Gum, Chewing Gum.

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

Why buy this report?

- * Get a detailed picture of the Gum 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Table of Contents:

Gum in Morocco
Euromonitor International
July 2023

List Of Contents And Tables

GUM IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023, despite tough economic climate

Sugar-free chewing gum leads sales

Mondelez continues to lead the way

PROSPECTS AND OPPORTUNITIES

Modest growth expected, despite ongoing economic uncertainty

Health and wellness trend will exert a growing influence

Sugar confectionery could pose a threat to bubble gum

CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2018-2023

Table 2 Sales of Gum by Category: Value 2018-2023

Table 3 Sales of Gum by Category: % Volume Growth 2018-2023

Table 4 Sales of Gum by Category: % Value Growth 2018-2023

Table 5 Sales of Gum by Flavour: Rankings 2018-2023

Table 6 NBO Company Shares of Gum: % Value 2019-2023

Table 7 LBN Brand Shares of Gum: % Value 2020-2023

Table 8 Distribution of Gum by Format: % Value 2018-2023

Table 9 Forecast Sales of Gum by Category: Volume 2023-2028

Table 10 □Forecast Sales of Gum by Category: Value 2023-2028

Table 11 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SNACKS IN MOROCCO

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2018-2023

Table 14 Sales of Snacks by Category: Value 2018-2023

Table 15 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Snacks: % Value 2019-2023

Table 18 LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Snacks by Format: % Value 2018-2023

Table 21 Forecast Sales of Snacks by Category: Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 □Forecast Sales of Snacks by Category: Value □2023-2028

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Gum in Morocco

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com