

## **Ice Cream in Morocco**

Market Direction | 2023-07-10 | 26 pages | Euromonitor

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### **Report description:**

Volume sales of ice cream continued to expand at a modest rate in 2023, following the trend of the previous year. Rising food and energy prices, due to the disruption of global supply chains, weakened the purchasing power of the majority of Moroccans, the majority of which belong to lower-income groups. Within a context of continuing economic uncertainty, consumers limited their intake of perceived non-essential snacks, including ice cream, which saw significant price increases in 2023.

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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Price rises and limited number of consumption occasions impact volume sales in 2023

Increase in products with value-added benefits, including health and wellness attributes

Mobigen retains its lead

##### PROSPECTS AND OPPORTUNITIES

Improved performance expected, thanks to marketing efforts of leading players

Take-home ice cream offers greatest potential, while functional products will remain niche in terms of sales

Development of modern grocery retailing will support growth

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