

Sweet Biscuits, Snack Bars and Fruit Snacks in Morocco

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Report description:

Sweet biscuits are the most popular type of snack in Morocco and as such, continued to see healthy volume growth in 2023, despite the economic downturn. This was supported by the trend towards away-from-home consumption, following the return to pre-pandemic lifestyles. Moreover, manufacturers such as Mondelez Maroc and Stock Pralim SA became more aggressive in introducing new ranges of biscuits that contained more chocolate ingredients, for the purpose of indulging consumers, especially children...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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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Healthy growth, despite rising raw material costs

Health and wellness trends continue to shape the market, but snack bars see a slowdown in growth

Mondelez maintains its strong lead, while local player Biscuiterie Moderne Zine makes strides

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