

Butter and Spreads in Morocco

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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Report description:

Amid shifting consumption patterns, butter remains an enduring favourite in Morocco. Rooted in longstanding culinary customs, butter's integration with staple foods like bread, jam, and honey continues to resonate with consumers. The burgeoning embrace of Western food items such as sandwiches, cakes, and cookies further bolsters its relevance. Although retail butter sales experienced a slight deceleration due to rising prices, a formidable competition emerges from unpackaged artisanal butter, of...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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