

Cheese in Morocco

Market Direction | 2023-09-26 | 21 pages | Euromonitor

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Report description:

Two distinct trends emerged within the spreadable cheese segment in the first half of 2023. Firstly, the growing popularity of single unit sales, constituting three-quarters of total cheese sales in portions. Economic constraints prompted budget-conscious consumers to opt for single units of spreadable cheese, primarily available at independent groceries and dairy shops. Concurrently, the rise of large tube or oblong packaging, accommodating up to 96 portions, gained traction. This packaging tre...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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