

Drinking Milk Products in Morocco

Market Direction | 2023-09-26 | 22 pages | Euromonitor

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Report description:

Due to the impact of adverse climatic conditions and the escalating cost of raw materials used in animal feed on the Moroccan dairy sector, struggling breeders were forced to cull dairy cows to offset losses and ensure survival. This led to a depletion of herds, resulting in a sharp decline in milk production. To counterbalance this setback, major dairy players like Cooperative Copag and Central Danone hiked the price of milk for production. These initiatives aim to attract local dairy farmers b...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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