

Other Dairy in Morocco

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

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Report description:

The demand for other dairy products experienced a decline in the first half of 2023 due to reduced consumer budgets and a decrease in demand for indulgence products. The category's relatively small size, limited potential for innovation in some products, and the perception of slower growth potential might be reasons behind its relatively lower focus from dairy players. In 2023, the dairy industry's attention was directed towards categories such as cheese and yoghurt, with a lesser emphasis on ot...

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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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reliable information resources to help drive informed strategic planning.

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