

## **Plant-Based Dairy in Morocco**

Market Direction | 2023-09-26 | 18 pages | Euromonitor

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### **Report description:**

Plant-based dairy products are still in their nascent stages of development within the Moroccan market. The introduction of soya-based drinks marked the initial foray into this category. Copralim and Food Group Trading led the way with Sojasun and Bjorg soya drink brands, respectively. However, limited availability in select modern stores, combined with the absence of robust advertising campaigns, hindered these products from reaching a broader consumer base. Additionally, their higher price poi...

Euromonitor International's Plant-based 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Plant-based 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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#### **DISCLAIMER**

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