

Baked Goods in Morocco

Market Direction | 2023-11-23 | 22 pages | Euromonitor

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Report description:

In 2023, the economic recession has driven a significant change in consumer habits among Moroccans. As a result, there is a noticeable increase in the consumption of unpackaged bread. Consumers are moving away from modern dishes like pasta or rice-based meals, and even breakfast cereals, to embrace bread-based meals. This shift can be attributed to the growth of family-run bakers and pastry shops, particularly those located in neighbourhoods near consumers. These local bakers also offer home-mad...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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