

Breakfast Cereals in Morocco

Market Direction | 2023-11-23 | 20 pages | Euromonitor

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Report description:

A majority of Moroccans have a longstanding breakfast tradition of consuming bread with spreads, olive oil, or cheese. Breakfast cereals remain an unpopular choice in the country due to their higher cost and less satisfying nature compared to traditional alternatives. Many consumers have switched to lower-priced brands like Sante, Revey, and private label brands such as Marjane and Casino, eroding the market share of pricier brands like Nestle and Kellogg's.

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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Euromonitor International
November 2023

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