

Cooking Ingredients and Meals in Morocco

Market Direction | 2023-11-22 | 47 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Commodity prices recorded a rise in 2022, compared to the previous year, aggravated by war in Ukraine. However, the second half of the year saw a downward correction in prices, explained by the weakness of global demand. The national economy has witnessed a marked slowdown in its economic growth under the combined effects of drought and inflation. This led to a slowdown in domestic demand under the effects of inflationary pressures. Overall, and taking into account the change in taxes and duties...

Euromonitor International's Cooking Ingredients and Meals 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: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the Cooking Ingredients and Meals 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Cooking Ingredients and Meals in Morocco

Euromonitor International

November 2023

List Of Contents And Tables

COOKING INGREDIENTS AND MEALS IN MOROCCO

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 1 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

EDIBLE OILS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poor harvest and unpackaged alternative affects olive oil

Players try to rein in sunflower oil prices to stimulate demand

Companies look to packaging and oil mixes to overcome challenges

PROSPECTS AND OPPORTUNITIES

Stagnation in the demand for the most-used edible oils but growth opportunities for smaller, more health-positioned categories

Unpackaged olive oil, high prices and unhealthy positioning to present significant challenges for edible oils

Affluent consumers to continue to boost argan oil sales

CATEGORY DATA

Table 13 Sales of Edible Oils by Category: Volume 2018-2023

Table 14 Sales of Edible Oils by Category: Value 2018-2023

Table 15 Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 LBN Brand Shares of Edible Oils: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 □Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

MEALS AND SOUPS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ready meals and soup see retail volume growth but struggle to take off

Expanding product offers boost quick recipe kits and shelf stable ready meals

New entrants disrupt the competitive landscape

PROSPECTS AND OPPORTUNITIES

Fresh food to hinder interest in packaged varieties

Foodservice presents strong competition to retail sales of frozen pizza

New recipes and launches to offer growth opportunities

CATEGORY DATA

Table 24 Sales of Meals and Soups by Category: Volume 2018-2023

Table 25 Sales of Meals and Soups by Category: Value 2018-2023

Table 26 Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 27 Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 28 Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 29 NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 30 LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 31 Distribution of Meals and Soups by Format: % Value 2018-2023

Table 32 Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 33 □Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 34 □Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

SAUCES, DIPS AND CONDIMENTS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tomato shortages and economic pressures boost tomato pastes and purees while small packaging becomes increasingly common

Prices push consumers towards cheaper alternatives

Foodservice use spills over into at-home consumption of condiments

PROSPECTS AND OPPORTUNITIES

Economic clouds threaten growth forecast

Italian and Asian sauces to remain niche while loose offerings are set to hamper herbs and spices

Western-style condiments to continue to penetrate the home

CATEGORY DATA

Table 36 Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023

Table 37 Sales of Sauces, Dips and Condiments by Category: Value 2018-2023

Table 38 Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023

Table 39 Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023

Table 41 LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023

Table 42 Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 43 Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 44 Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 45 □Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 46 □Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

SWEET SPREADS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumption habits hit jams and preserves

Production issues and lower-priced alternatives hurt packaged honey

Amlou sparks nut and seed based spreads

PROSPECTS AND OPPORTUNITIES

Health-conscious and affluent consumers to spur revival in retail volume sales of honey

Growing economy brand and private label offer to restrain average unit price growth

Nut and seed based spreads to continue to gain traction through healthy positioning

CATEGORY DATA

Table 47 Sales of Sweet Spreads by Category: Volume 2018-2023

Table 48 Sales of Sweet Spreads by Category: Value 2018-2023

Table 49 Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 50 Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 52 LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 53 Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 54 Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 55 Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 56 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 57 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Morocco

Market Direction | 2023-11-22 | 47 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com