

## **Processed Meat, Seafood and Alternatives To Meat in Morocco**

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

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### **Report description:**

Processed meat continues its downward trend in response to the prevailing health and wellness movement. Local consumers are increasingly moving away from processed meat, viewing it as less healthy due to the additives and preservatives required for extended shelf life. Instead, many prefer to purchase fresh chicken or red meat by weight. The category remains stagnant, with limited product development and a decreasing number of products on offer. Fewer entrants in the market can be attributed to...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

### **Why buy this report?**

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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

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reliable information resources to help drive informed strategic planning.

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