

## **Rice, Pasta and Noodles in Morocco**

Market Direction | 2023-11-23 | 26 pages | Euromonitor

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### **Report description:**

Rice has experienced dynamic growth, driven by consumer concerns about the hygiene of unpackaged rice, leading many to opt for packaged rice. In Moroccan diets, while bread remains the primary staple, rice is increasingly becoming the second most consumed staple. As Moroccan palates expand with exposure to various cuisines, especially Asian, the inclusion of rice-based dishes has become more common. The presence of Asian foodservice outlets serving rice-based meals has also inspired Moroccan hou...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

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

- \* Get a detailed picture of the Rice, Pasta and Noodles 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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