

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 households...

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.

Table of Contents:

Rice, Pasta and Noodles in Morocco
Euromonitor International
November 2023

List Of Contents And Tables

RICE, PASTA AND NOODLES IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

The dynamic growth of rice and diversifying tastes

The resilience and growing variety of dried pasta

Noodles as a premium indulgence

PROSPECTS AND OPPORTUNITIES

Expanding the packaged market

Increasing polarisation in dried pasta and rice

Brand image, pricing, and the role of economy brands

CATEGORY DATA

Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 6 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 7 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 8 NBO Company Shares of Rice: % Value 2019-2023

Table 9 LBN Brand Shares of Rice: % Value 2020-2023

Table 10 □NBO Company Shares of Pasta: % Value 2019-2023

Table 11 □LBN Brand Shares of Pasta: % Value 2020-2023

Table 12 □NBO Company Shares of Noodles: % Value 2019-2023

Table 13 □LBN Brand Shares of Noodles: % Value 2020-2023

Table 14 □Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 15 □Distribution of Rice by Format: % Value 2018-2023

Table 16 □Distribution of Pasta by Format: % Value 2018-2023

Table 17 □Distribution of Noodles by Format: % Value 2018-2023

Table 18 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 19 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 20 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 21 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

STAPLE FOODS IN MOROCCO

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

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Channel developments

What next for staple foods?

MARKET DATA

Table 22 Sales of Staple Foods by Category: Volume 2018-2023

Table 23 Sales of Staple Foods by Category: Value 2018-2023

Table 24 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 25 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 27 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 28 Penetration of Private Label by Category: % Value 2018-2023

Table 29 Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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