

## **Sweet Spreads in Morocco**

Market Direction | 2023-11-22 | 21 pages | Euromonitor

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### **Report description:**

Over 2023, sweet spreads is set to rebound, albeit marginally, from the slight decline in retail volume sales in 2022. Stagnation is due mainly to the strong retail volume decline in honey and only moderate growth in the main category, jams and preserves. The demand for jams and preserves is affected by changes in Moroccan consumers' consumption habits. For example, more Moroccan consumers are turning to perceived healthier alternatives like olive oil and argan oil. These edible oils are commonl...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet Spreads 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.

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November 2023

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