

Fruits in Morocco

Market Direction | 2024-01-04 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Overall fruit volume sales experienced a decline due to adverse weather conditions, resulting in low harvest yields and increased unit prices across various fruit categories. The increased prices prompted many Moroccans to opt for lower-priced fruits like oranges, apples, and bananas, especially for desserts, as disposable incomes dwindled. Shifting purchasing habits due to economic constraints influenced the choices of packaged desserts over pricier alternatives. This weather-driven trend heavi...

Euromonitor International's Fruits in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

- * Get a detailed picture of the Fruits 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Fruits in Morocco
Euromonitor International
January 2024

List Of Contents And Tables

FRUITS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weather-driven decline and changes in consumer preferences

Decline in major fruit categories and evolving consumption patterns

Vulnerability of seasonal fruits and mitigation strategies

PROSPECTS AND OPPORTUNITIES

Diminished fruit consumption amid economic constraints

Prolonged economic impact and sustained consumer behaviour

Growing threats from climatic uncertainty and production costs

Summary 1 Major Processors of Fruits 2023

CATEGORY DATA

Table 1 Total Sales of Fruits by Category: Total Volume 2018-2023

Table 2 Total Sales of Fruits by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Fruits by Category: Volume 2018-2023

Table 4 Retail Sales of Fruits by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Fruits by Category: Value 2018-2023

Table 6 Retail Sales of Fruits by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Total Sales of Fruits by Category: Total Volume 2023-2028

Table 9 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Fruits by Category: Volume 2023-2028

Table 11 □Forecast Retail Sales of Fruits by Category: % Volume Growth 2023-2028

Table 12 □Forecast Retail Sales of Fruits by Category: Value 2023-2028

Table 13 □Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

FRESH FOOD IN MOROCCO

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023
Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023
Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023
Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028
Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028
Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028
Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028
Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2023-2028
Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Fruits in Morocco

Market Direction | 2024-01-04 | 20 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-09
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com