

## **Meat in Morocco**

Market Direction | 2024-01-04 | 18 pages | Euromonitor

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### **Report description:**

The year 2023 witnessed a significant surge in red meat prices in Morocco, attributed to various factors. Commencing in 2019, Moroccan consumers boycotted several dairy products, leading numerous breeders to sell their cows to slaughterhouses. The subsequent year, the pandemic caused a sharp drop in demand, particularly from the tourism, catering, and events sectors. Further exacerbating this situation, 2021 experienced a severe drought that intensified in 2022. Additionally, the geopolitical co...

Euromonitor International's Meat 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: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

Why buy this report?

- \* Get a detailed picture of the 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 reliable information resources to help drive informed strategic planning.

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