

**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.

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## Table of Contents:

Meat in Morocco  
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### List Of Contents And Tables

#### MEAT IN MOROCCO

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Red meat supply disruption

Change in consumer behaviour and red meat consumption

Poultry dominance and varied consumption patterns

##### PROSPECTS AND OPPORTUNITIES

Modest growth and challenges in red meat consumption

Poultry's resilience and increased preference

Bleak prospects for pork consumption

Summary 1 Major Processors of Meat 2023

#### CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

Table 13 Forecast Retail Sales of Meat 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

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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

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SOURCES

Summary 2 Research Sources

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