

## **Pulses in Morocco**

Market Direction | 2024-01-04 | 17 pages | Euromonitor

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### **Report description:**

Across meat and seafood, there is a noticeable shift in consumer preferences. Factors such as rising prices, economic constraints, and health awareness have prompted consumers to reconsider their protein sources. In meats, red meat consumption declined due to soaring prices, leading budget-strapped consumers to switch to more affordable poultry. Similarly, in fish and seafood, economic slowdowns prompted a shift from higher-priced items like fish to more economical options, while pulses witness...

Euromonitor International's Pulses 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: Beans, Other Pulses, Peas.

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

Why buy this report?

- \* Get a detailed picture of the Pulses 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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Euromonitor International  
January 2024

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