

Starchy Roots in Morocco

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

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Report description:

Potatoes continue to hold a dominant position, accounting for almost all starchy root consumption in Morocco. Integral to Moroccan cuisine for an extensive period, potatoes feature prominently in various dishes such as Nicoise salad, tajines, and as French fries, offering quick snack options.

Euromonitor International's Starchy Roots 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: Cassava, Other Roots, Potatoes, Sweet Potatoes.

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

Why buy this report?

- * Get a detailed picture of the Starchy Roots 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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