Chocolate Confectionery in Morocco

Market Direction | 2024-06-26 | 21 pages | Euromonitor

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Report description:

In 2024, players in chocolate confectionery in Morocco remain focused on offering smaller pack sizes for fear of losing consumers struggling financially. The lower prices of these smaller formats help to expand the consumer base as they cater to low-income consumers as well as everyone else. Local company Aiguebelle has introduced the 13g Aiguebelle tablet, Fregalior has launched a 15g tablet and Praly Praline tablets are available in 10g formats. Multinationals are also engaged in the same stra...

Euromonitor International's Chocolate Confectionery in Morocco report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?
* Get a detailed picture of the Chocolate Confectionery 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.

Table of Contents:

Chocolate Confectionery in Morocco
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List Of Contents And Tables

CHOCOLATE CONFECTIONERY IN MOROCCO
KEY DATA FINDINGS
2024 DEVELOPMENTS
Smaller pack sizes sustain volume sales in 2024
Variety and new flavours support growth in tablets, while seasonal chocolate benefits from perception as treats
Health and wellness trends inform development as chocolate with toys suffers
PROSPECTS AND OPPORTUNITIES
Volume sales to rise steadily
Competitive threats may hamper stronger growth
Skyrocketing cocoa prices to impact sales during forecast period amid rising health consciousness
CATEGORY DATA
Table 1 Sales of Chocolate Confectionery by Category: Volume 2019-2024
Table 2 Sales of Chocolate Confectionery by Category: Value 2019-2024
Table 3 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024
Table 4 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024
Table 5 Sales of Chocolate Tablets by Type: % Value 2019-2024
Table 6 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024
Table 7 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024
Table 8 Distribution of Chocolate Confectionery by Format: % Value 2019-2024
Table 9 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029
Table 10 Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029
Table 11 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029
Table 12 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029
SNACKS IN MOROCCO
EXECUTIVE SUMMARY
Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for snacks?
MARKET DATA
Table 13 Sales of Snacks by Category: Volume 2019-2024
Table 14 Sales of Snacks by Category: Value 2019-2024
Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024
Table 16 Sales of Snacks by Category: % Value Growth 2019-2024
Table 17 NBO Company Shares of Snacks: % Value 2020-2024
Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024
Table 20 Distribution of Snacks by Format: % Value 2019-2024
Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029
Table 22 Forecast Sales of Snacks by Category: Value 2024-2029
Table 23 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
Table 24 Forecast Sales of Snacks by Category: % Value Growth 2024-2029
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SOURCES
Summary 1 Research Sources

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