

## **Savoury Snacks in Morocco**

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

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### **Report description:**

Savoury snacks in Morocco is seeing continued strong performance in retail volume terms in 2024, with nuts, seeds and trail mixes leading the way, albeit from a fairly low base. Nuts is rising faster than any other segment within the overall category. While Moroccans are traditionally keen on nuts, they usually buy them in unpackaged, unbranded formats, often in specialised outlets. However, during the review period, many consumers started to make the switch from unpackaged to packaged nuts, due...

Euromonitor International's Savoury Snacks 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: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Savoury Snacks 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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