

## **Sugar Confectionery in Morocco**

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

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### **Report description:**

2024 is seeing positive retail volume sales for sugar confectionery in Morocco, though the pace has not picked up since 2023 and has slowed since 2022 is a trend set to persist throughout the forecast period. The category is sizeable and demand is supported largely by individually sold sweets and lollipops, most often bought by children. In addition, volume sales are aided by local shopkeepers, who often give sweets instead of change to customers, if the amount owed is minimal. However, volume g...

Euromonitor International's Sugar 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

### **Why buy this report?**

- \* Get a detailed picture of the Sugar 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.

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reliable information resources to help drive informed strategic planning.

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