

Butter and Spreads in Morocco

Market Direction | 2024-08-20 | 20 pages | Euromonitor

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Report description:

The market for butter and spreads in Morocco is expected to experience slower growth in retail volume terms in 2024, in light of intensified competition from unpackaged artisanal butter. Artisanal butter, typically sold at lower prices in farms or by street hawkers, is gaining popularity, despite being prohibited in retail stores. Nevertheless, butter remains a beloved staple in Moroccan cuisine, deeply ingrained in the country's culinary traditions. Its use alongside staple foods like bread, ja...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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