

Cheese in Morocco

Market Direction | 2024-08-20 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

The retail cheese market in Morocco remains dominated by spreadable varieties, which have seen extensive promotional offers in modern retail channels. Fromageries Bel SA, for example, offered a 16-portion pack with the purchase of two 24-portion packs of its La Vache Qui Rit brand and a free 8-portion pack with the purchase of two 16-portion versions. Similarly, Copag provided a free 16-portion pack with the purchase of two 24-portion packs of its Perly brand, while Copralim offered a free 8-port...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Cheese in Morocco
Euromonitor International
August 2024

List Of Contents And Tables

CHEESE IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spreadable cheese sees consumers gravitate towards more affordable options

Soft cheese sees increasing competition

Players innovate with healthier options

PROSPECTS AND OPPORTUNITIES

Slow growth for cheese, as consumers remain price sensitive

Promising outlook for spreadable options

Soft cheese will benefit from ongoing popularity of Jben and increasing interest in Western cuisine

CATEGORY DATA

Table 1 Sales of Cheese by Category: Volume 2019-2024

Table 2 Sales of Cheese by Category: Value 2019-2024

Table 3 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 4 Sales of Cheese by Category: % Value Growth 2019-2024

Table 5 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 6 Sales of Soft Cheese by Type: % Value 2019-2024

Table 7 Sales of Hard Cheese by Type: % Value 2019-2024

Table 8 NBO Company Shares of Cheese: % Value 2020-2024

Table 9 LBN Brand Shares of Cheese: % Value 2021-2024

Table 10 □ Distribution of Cheese by Format: % Value 2019-2024

Table 11 □ Forecast Sales of Cheese by Category: Volume 2024-2029

Table 12 □ Forecast Sales of Cheese by Category: Value 2024-2029

Table 13 □ Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 14 □ Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN MOROCCO

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 15 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 16 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 18 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 21 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Cheese in Morocco

Market Direction | 2024-08-20 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com