

Dairy Products and Alternatives in Morocco

Market Direction | 2024-08-20 | 70 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The Moroccan market for dairy products and alternatives is projected to experience a flat performance in retail volume in 2024. Despite a significant recovery from the high inflation levels seen in the previous year, this has not been sufficient to restore consumer confidence. Inflation in Morocco began to rise in November 2022, culminating in a peak of 10.1% in February 2023, driven by soaring food and energy prices due to the war in Ukraine, which disrupted global supply chains. Higher costs f...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Dairy Products and Alternatives in Morocco
Euromonitor International
August 2024

List Of Contents And Tables

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 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 5 Penetration of Private Label by Category: % Value 2019-2024
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demographic changes have negative impact on demand
Players face challenges of advertising regulations and shifting preferences
Liquid growing-up formula sees weak performance

PROSPECTS AND OPPORTUNITIES

Continued decline in birth rate will impact baby food sales
Middle-income households will lead trend towards premium options
Marketing strategies shift amid regulatory landscape

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2019-2024
Table 10 Sales of Baby Food by Category: Value 2019-2024
Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024
Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024
Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
Table 14 NBO Company Shares of Baby Food: % Value 2020-2024
Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024

Scotts International. EU Vat number: PL 6772247784

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

Table 16 Distribution of Baby Food by Format: % Value 2019-2024

Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 18 □Forecast Sales of Baby Food by Category: Value 2024-2029

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

BUTTER AND SPREADS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth in 2024, in light of rising prices and competition from artisanal products

Butter players diversify their offerings

Margarine producers focus on promotional offers to boost sales

PROSPECTS AND OPPORTUNITIES

Modest growth expected

Flat performance for butter, due to competition from cheaper, unpackaged varieties

Margarine will continue to suffer from a negative image

CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 22 Sales of Butter and Spreads by Category: Value 2019-2024

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 27 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

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 32 Sales of Cheese by Category: Volume 2019-2024

Table 33 Sales of Cheese by Category: Value 2019-2024

Table 34 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 35 Sales of Cheese by Category: % Value Growth 2019-2024

Table 36 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 37 Sales of Soft Cheese by Type: % Value 2019-2024

Table 38 Sales of Hard Cheese by Type: % Value 2019-2024

Table 39 NBO Company Shares of Cheese: % Value 2020-2024

Table 40 LBN Brand Shares of Cheese: % Value 2021-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 41 □Distribution of Cheese by Format: % Value 2019-2024

Table 42 □Forecast Sales of Cheese by Category: Volume 2024-2029

Table 43 □Forecast Sales of Cheese by Category: Value 2024-2029

Table 44 □Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 45 □Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DRINKING MILK PRODUCTS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Market for drinking milk products faces continuing challenges

Shelf-stable milk benefits from entry of new players

Leader Danone encounters increased competition from local player Centrale Commerciale Les Domaines

PROSPECTS AND OPPORTUNITIES

Static performance for drinking milk products

Shift in focus towards shelf-stable milk

Minimal price increases expected, despite rising prices, as players try to retain customer loyalty

CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 47 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 52 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 55 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 56 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

YOGHURT AND SOUR MILK PRODUCTS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Manufacturers pursue various strategies in order to sustain demand

Drinking yoghurt sees introduction of healthier variants

Stagnant performance for sour milk drinks

PROSPECTS AND OPPORTUNITIES

Yoghurt still offers much potential for growth

Drinking yoghurt producers will target adult consumers

Packaged sour milk drinks will continue to encounter competition in the form of Lben

CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

OTHER DAIRY IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minimal growth for other dairy, as players shift their focus towards other more promising categories

Rise of fromage frais and quark as healthier alternatives

Decline in demand for chilled dairy desserts amid economic pressures

PROSPECTS AND OPPORTUNITIES

Demand will remain hindered by squeezed consumer budgets

Convenience trend will drive growth in fromage frais

Condensed/evaporated milk will remain a niche option

CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2019-2024

Table 70 Sales of Other Dairy by Category: Value 2019-2024

Table 71 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 Sales of Cream by Type: % Value 2019-2024

Table 74 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 78 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

PLANT-BASED DAIRY IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dynamic growth in 2024, albeit from a low base

Plant-based milk becomes more competitive, with emergence of new entrants

Increased visibility in modern retailers inspires manufacturers to launch new offerings

PROSPECTS AND OPPORTUNITIES

Promising growth in niche market

Health and wellness trend will fuel future expansion

Multinationals will retain their dominance

CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Dairy Products and Alternatives in Morocco

Market Direction | 2024-08-20 | 70 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
	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="2025-06-25"/>
		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