

Dairy Products and Alternatives in Morocco

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

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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.

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reliable information resources to help drive informed strategic planning.

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