

Other Dairy in Morocco

Market Direction | 2024-08-20 | 22 pages | Euromonitor

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Report description:

The market for other dairy products in Morocco is expected to experience minimal growth in retail volume terms in 2024. This is partly due to reduced demand for indulgence items, as consumers face tighter budgets. Additionally, the category's relatively small size, limited scope for innovation in products like fromage frais and quark, and perceived lack of growth opportunities have led dairy companies to deprioritise this segment.

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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.

Table of Contents:

Other Dairy in Morocco
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List Of Contents And Tables

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 1 Sales of Other Dairy by Category: Volume 2019-2024

Table 2 Sales of Other Dairy by Category: Value 2019-2024

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

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

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

Table 6 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 7 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 8 Distribution of Other Dairy by Format: % Value 2019-2024

Table 9 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 10 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 11 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Other Dairy 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 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 Penetration of Private Label by Category: % Value 2019-2024

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

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Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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