

Plant-Based Dairy in Morocco

Market Direction | 2024-08-20 | 18 pages | Euromonitor

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Report description:

Plant based dairy is set to see dynamic growth in retail volume terms in 2024, albeit from a low base. The category remains relatively undeveloped in Morocco, with offerings mainly limited to soy drinks and other plant-based milks. Soy-based drinks were the first to enter the Moroccan market, introduced by trailblazers such as Copralim with Sojasun and Food Group Trading with Bjorg soy drinks. However, these products have faced challenges in reaching a broad consumer base, due to various factors...

Euromonitor International's Plant-based 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based 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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