

Yoghurt and Sour Milk Products in Morocco

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

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Report description:

The market for yoghurt and sour milk products in Morocco is anticipated to experience minimal growth in retail volume terms in 2024, largely due to challenging economic conditions. Despite a significant recovery from the high inflation of the previous year, consumers are continuing to moderate their yoghurt consumption, viewing it as a discretionary item.

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, 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 Yoghurt and Sour Milk Products 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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Euromonitor International

August 2024

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Summary 1 Research Sources

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