

Baked Goods in Morocco

Market Direction | 2024-12-05 | 22 pages | Euromonitor

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Report description:

In 2024, Morocco has experienced its fifth consecutive weak agricultural season, a situation caused by persistently unfavourable climatic conditions that have hampered cereal harvests. This prolonged strain on local agricultural output has compelled manufacturers to increase reliance on imported cereals to meet domestic demand. The resulting surge in raw material costs, including wheat flour and sugar, has driven up the prices of baked goods, thereby exerting pressure on consumer budgets. Conseq...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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