

## **Meals and Soups in Morocco**

Market Direction | 2024-12-05 | 20 pages | Euromonitor

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### **Report description:**

Moroccan consumers in 2024 have exhibited pronounced price sensitivity, which has significantly influenced the performance of meals and soups. Ready meals have seen minimal development as manufacturers have reduced their focus on the category. This trend aligns with consumer preferences, as many Moroccans perceive ready meals as less healthy and less flavourful compared to freshly prepared foods, while also being more expensive. Consequently, ready meals are consumed only on rare occasions, prim...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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