

Processed Fruit and Vegetables in Morocco

Market Direction | 2024-12-05 | 21 pages | Euromonitor

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Report description:

Moroccan consumers have remained highly price-sensitive in 2024, with a strong preference for fresh produce due to its health benefits. This trend has contributed to the modest growth of processed vegetables and the continued underperformance of frozen options. Consumers have shown a marked inclination for shelf-stable vegetables, particularly where fresh alternatives are either scarce or prohibitively expensive. Products such as maize, mushrooms, and peas dominate this category, reflecting their...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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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