

## **Staple Foods in Morocco**

Market Direction | 2024-12-05 | 64 pages | Euromonitor

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### **Report description:**

The Moroccan economy has witnessed modest growth in 2024, with GDP rising by 2.4% in 2023 and 3.3% in 2024. However, the ongoing geopolitical tensions linked to the Russian invasion of Ukraine have continued to exert upward pressure on global energy and raw material prices, including staple food categories. Inflation reached a significant 6.2% in 2023, exacerbating the cost-of-living crisis for many households and dampening consumption patterns. These challenges, coupled with a decline in agricu...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- \* Get a detailed picture of the Staple Foods 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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