

## **Sweet Spreads in Morocco**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Sweet spreads in Morocco has reflected the increasing price sensitivity of consumers in 2024, with distinct shifts in consumption patterns. Jams and chocolate spreads have experienced negative growth as consumers move towards healthier and more traditional alternatives like olive oil, honey, and argan oil, especially for breakfast. Rising unit prices, particularly in chocolate spreads, have exacerbated the decline in demand for indulgent products, which are perceived as non-essential by a signif...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Sweet Spreads 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Table of Contents:

Sweet Spreads in Morocco  
Euromonitor International  
December 2024

### List Of Contents And Tables

#### SWEET SPREADS IN MOROCCO

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Price sensitivity and changing consumer habits

Chocolate spreads struggle, while nut and seed based spreads thrive

Rising health consciousness influences product innovation

##### PROSPECTS AND OPPORTUNITIES

Challenges and mitigation strategies

Opportunities and consumer trends

Projected subcategory performance

##### CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2019-2024

Table 2 Sales of Sweet Spreads by Category: Value 2019-2024

Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2019-2024

Table 4 Sales of Sweet Spreads by Category: % Value Growth 2019-2024

Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024

Table 6 NBO Company Shares of Sweet Spreads: % Value 2020-2024

Table 7 LBN Brand Shares of Sweet Spreads: % Value 2021-2024

Table 8 Distribution of Sweet Spreads by Format: % Value 2019-2024

Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2024-2029

Table 10 □ Forecast Sales of Sweet Spreads by Category: Value 2024-2029

Table 11 □ Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029

Table 12 □ Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

#### COOKING INGREDIENTS AND MEALS IN MOROCCO

##### EXECUTIVE SUMMARY

Cooking Ingredients and Meals in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for Cooking Ingredients and Meals?

##### MARKET DATA

Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024

Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024

Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024

Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024

Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Sweet Spreads in Morocco**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com