

Eggs in Morocco

Market Direction | 2025-01-22 | 17 pages | Euromonitor

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Report description:

In 2024, total volume sales of eggs in Morocco continued to show positive growth, increasing by 3%. This growth can be attributed to several key factors, with eggs maintaining their position as an affordable and versatile source of protein, making them an attractive choice during economic strain. Eggs are also a staple that is easily accessible to middle and low-income consumers, who rely on them for everyday meals and as an ingredient in home-cooked dishes. A significant portion of egg consumpt...

Euromonitor International's Eggs in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2020-2024, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2029 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Eggs 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.

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EGGS IN MOROCCO

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2024 DEVELOPMENTS

Affordability and versatility drives total volume growth for eggs in 2024

Growing awareness of health and sustainability drives demand for organic eggs

Foodservice volume growth outperforms retail growth, with boiled eggs being a popular choice

PROSPECTS AND OPPORTUNITIES

Eggs are expected to continue benefiting from being a budget-friendly protein option

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