

Fresh Food in Morocco

Market Direction | 2025-01-22 | 71 pages | Euromonitor

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Report description:

In 2024, fresh food in Morocco experienced a modest increase in total volume, rising by just 1%. Morocco's GDP saw modest growth, rising to 2.4% in 2023 and 3.3% in 2024. However, the geopolitical situation in Europe, particularly the ongoing war in Ukraine, continued to drive up global energy and raw material prices. Consequently, national food and energy prices increased, with an inflation rate of 6.2% in 2023. As a result of these mounting pressures on the cost of living and a decline in agri...

Euromonitor International's Fresh Food 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.

Product coverage: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, 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 Fresh Food 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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Poultry sales benefit from affordable prices compared to other meat options

Modest growth for lamb, mutton, and goat as high price points reduce sales

PROSPECTS AND OPPORTUNITIES

Growth for meat is anticipated to be modest, challenged by high price points

There will continue to be limited prospects for pork consumption in Morocco

Poultry is expected to see the strongest performance, benefiting from an ongoing migration away from red meat

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Crustaceans record strong results, driven by rising sales of frozen prawns

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The rising health and wellness trend is expected to continue benefiting sales

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Lentils remain affordable while being a common feature in consumers' meals

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

Positive growth is anticipated, with retail sales driven by an uplift in home cooking
Frozen processed potatoes are expected to benefit from the rising demand for convenience
Consumers are expected to migrate from sweet potatoes to standard varieties

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Climate challenges impact domestic supply as Morocco imports fresh fruits

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Social gatherings and festivals support the sales of nuts in Morocco

Lower priced imports are a challenge for domestic nut producers

PROSPECTS AND OPPORTUNITIES

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Ongoing growth is predicted for nuts as consumers reach for healthy snack and meal options
Ongoing growth is predicted for almonds, walnuts and peanuts, embraced as healthier impulse snacks
Nuts will be used in recipes for salads, baked goods, and traditional meals, driving sales

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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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Rising demand for hot drinks boosts sales of both sugar and sweeteners in 2024
Brown sugar and organic varieties align with rising health trends
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