

Fruits in Morocco

Market Direction | 2025-01-22 | 20 pages | Euromonitor

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Report description:

In 2024, total volume sales of fruits in Morocco fell by 4%. Oranges, tangerines, and mandarins were Morocco's largest fruit category in 2024, accounting for nearly 45% of total fruit production. However, in 2024, the volume sales of citrus fruits declined due to poor harvests driven by drought and extreme weather conditions. The hot summer of 2023 and a lack of rainfall severely impacted flowering and fruit development. As a result, local demand for citrus fruits slowed down, exacerbated by ri...

Euromonitor International's Fruits 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: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

- * Get a detailed picture of the Fruits 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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Cost-effective fruit options gain ground as higher unit prices deter consumers

Climate challenges impact domestic supply as Morrocco imports fresh fruits

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Fruit consumption is predicted to see an ongoing decline as high prices and weather conditions challenge sales

Premium fruit options are set to lose ground as consumers migrate to affordable options

Demand for pineapple and kiwi is set to fall as prices remain high across the forecast period

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