

## **Juice in Morocco**

Market Direction | 2025-01-10 | 30 pages | Euromonitor

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### **Report description:**

Juice has achieved positive growth in 2024, largely driven by the increasing cost of fresh fruits, particularly oranges. During periods of market abundance, lower orange prices have encouraged consumers to prepare homemade natural juice. However, 2024 has witnessed reduced orange production due to drought, compounded by rising prices, which led consumers to switch to packaged juice as a more affordable alternative. The overall unit price of juice products has increased, reflecting the elevated c...

Euromonitor International's Juice 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 (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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