

Meat in Morocco

Market Direction | 2025-01-22 | 18 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In 2024, total volume sales of meat in Morocco grew by 4%. However, inflation continued to drive up red meat prices, a trend affecting many countries globally. Due to ongoing drought conditions, the cost of locally produced and imported fodder rose by 29% and 13%, respectively. In addition, the production costs for red meat also increased in 2024. As a result, some breeders were forced to cull female meat breeds, reducing the supply of slaughter animals. In response, the government implemented s...

Euromonitor International's Meat 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: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

Why buy this report?

- * Get a detailed picture of the Meat 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:

Meat in Morocco
Euromonitor International
January 2025

List Of Contents And Tables

MEAT IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation drives up red meat prices, while the government implements measures to ensure a steady supply of beef

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

Summary 1 Major Processors of Meat 2024

CATEGORY DATA

Table 1 Total Sales of Meat by Category: Total Volume 2019-2024

Table 2 Total Sales of Meat by Category: % Total Volume Growth 2019-2024

Table 3 Retail Sales of Meat by Category: Volume 2019-2024

Table 4 Retail Sales of Meat by Category: % Volume Growth 2019-2024

Table 5 Retail Sales of Meat by Category: Value 2019-2024

Table 6 Retail Sales of Meat by Category: % Value Growth 2019-2024

Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2019-2024

Table 8 Forecast Sales of Meat by Category: Total Volume 2024-2029

Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2024-2029

Table 10 □Forecast Retail Sales of Meat by Category: Volume 2024-2029

Table 11 □Forecast Retail Sales of Meat by Category: % Volume Growth 2024-2029

Table 12 □Forecast Retail Sales of Meat by Category: Value 2024-2029

Table 13 □Forecast Retail Sales of Meat by Category: % Value Growth 2024-2029

FRESH FOOD IN MOROCCO

EXECUTIVE SUMMARY

Fresh food in 2024: The big picture

2024 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2019-2024

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024

Table 16 Retail Sales of Fresh Food by Category: Volume 2019-2024

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024

Table 18 Retail Sales of Fresh Food by Category: Value 2019-2024

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2019-2024

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2024-2029

Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2024-2029

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2024-2029

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2024-2029

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

Meat in Morocco

Market Direction | 2025-01-22 | 18 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@scotts-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@scotts-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="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com