

## **Meat in Morocco**

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

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### **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.

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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

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

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