

Nuts in Morocco

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

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Report description:

In 2024, the consumption of nuts in Morocco continued its steady growth, recording a total volume sales increase of 4%. This increase was mainly driven by rising health and wellness awareness among consumers, who were actively looking for ways to add healthier, nutritious options into their diet, including nuts. Beyond their health benefits, nuts are also widely enjoyed as a snack, both at home and in foodservice outlets. Despite the ongoing economic recession, the popularity of major sports eve...

Euromonitor International's Nuts 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: Almonds, Coconuts, Other Nuts, Peanuts (Groundnuts), Pistachio, Walnuts.

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

Why buy this report?

- * Get a detailed picture of the Nuts 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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NUTS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of nuts rise as consumers reach for food that supports healthier diets

Social gatherings and festivals support the sales of nuts in Morocco

Lower priced imports are a challenge for domestic nut producers

PROSPECTS AND OPPORTUNITIES

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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