

Pulses in Morocco

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

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Report description:

In 2024, total volume sales of pulses in Morocco grew by 5%, matching results seen in the previous year. Pulses cultivation in Morocco was facing a significant crisis, with many farmers abandoning pulse crops in favour of more profitable alternatives. Several factors contributed to the decline in local production, including the rising cost and scarcity of labour, ongoing water shortages due to persistent drought, and intense competition from cheap imported pulses, particularly from countries lik...

Euromonitor International's Pulses 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: Beans, Other Pulses, Peas.

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

Why buy this report?

- * Get a detailed picture of the Pulses 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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PULSES IN MOROCCO

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Local producers migrate away from pulse crops to more profitable alternatives

Lentils remain affordable while being a common feature in consumers' meals

Climate change and drought impact local cultivation of pulses

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Both affordability and traditional Moroccan cuisine is set to drive growth for pulses over the forecast period

Other pulses are set to continue recording strong growth

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