

Starchy Roots in Morocco

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

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Report description:

In 2024, total volume sales of starchy vegetables increased by 3%, driven by sales of potatoes. Similar to the situation with onions and tomatoes, the Moroccan government imposed a ban on all potato exports in February 2023. However, the ban was lifted on July 10, 2024, with a quota of 1,500 tonnes allowed for export. Morocco remained self-sufficient in potato production, with annual production estimated at around 1.3 million tonnes in 2023. To meet rising demand, the government also permitted i...

Euromonitor International's Starchy Roots 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: Cassava, Other Roots, Potatoes, Sweet Potatoes.

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

Why buy this report?

- * Get a detailed picture of the Starchy Roots 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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Potatoes record strong foodservice volume growth, driven by the rise of food outlets

Health attributes combine with affordability to drive sales of beetroot in 2024

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Positive growth is anticipated, with retail sales driven by an uplift in home cooking

Frozen processed potatoes are expected to benefit from the rising demand for convenience

Consumers are expected to migrate from sweet potatoes to standard varieties

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