

Sugar and Sweeteners in Morocco

Market Direction | 2025-01-22 | 17 pages | Euromonitor

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Report description:

In 2024, the sugar and sweeteners category saw a modest 1% increase in total volume sales. This growth is somewhat the result category maturity. In addition, volume growth was challenged due to rising health awareness among Moroccan consumers, many of whom are adopting lower sugar diets. Despite these trends, sugar continues to play an essential role in daily Moroccan life, particularly in the preparation of popular beverages like mint tea and in the baking of homemade biscuits and cakes. Notabl...

Euromonitor International's Sugar and Sweeteners 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.

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

Why buy this report?

- * Get a detailed picture of the Sugar and Sweeteners 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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Table of Contents:

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List Of Contents And Tables

SUGAR AND SWEETENERS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

While health awareness challenges sugar sales, demand benefits from home cooking and baking
Rising demand for hot drinks boosts sales of both sugar and sweeteners in 2024
Brown sugar and organic varieties align with rising health trends

PROSPECTS AND OPPORTUNITIES

Health trends are expected to shape consumer buying habits and challenge sales of sugar
Foodservice is predicted to outperform retail sales, bolstered by ongoing tourism
A steady rise for brown and organic sugar is expected, as consumers migrate to healthier choices

Summary 1 Major Processors of Sugar and Sweeteners 2024

CATEGORY DATA

- Table 1 Total Sales of Sugar and Sweeteners: Total Volume 2019-2024
- Table 2 Total Sales of Sugar and Sweeteners: % Total Volume Growth 2019-2024
- Table 3 Retail Sales of Sugar and Sweeteners: Volume 2019-2024
- Table 4 Retail Sales of Sugar and Sweeteners: % Volume Growth 2019-2024
- Table 5 Retail Sales of Sugar and Sweeteners: Value 2019-2024
- Table 6 Retail Sales of Sugar and Sweeteners: % Value Growth 2019-2024
- Table 7 Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2019-2024
- Table 8 Forecast Total Sales of Sugar and Sweeteners: Total Volume 2024-2029
- Table 9 Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2024-2029
- Table 10 □Forecast Retail Sales of Sugar and Sweeteners: Volume 2024-2029
- Table 11 □Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2024-2029
- Table 12 □Forecast Retail Sales of Sugar and Sweeteners: Value 2024-2029
- Table 13 □Forecast Retail Sales of Sugar and Sweeteners: % 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
- 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

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SOURCES

Summary 2 Research Sources

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