

Vegetables in Morocco

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

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Report description:

In 2024, total volume sales of vegetables grew by 2%, impacted by rising prices. Several factors contributed to the significant price increases during the year, with drought and water shortages being the primary culprits affecting production, along with the high cost of irrigation water. Additionally, the resumption of exports to Mauritania had an impact. In 2023, Mauritania imposed customs duties on Moroccan exports to sub-Saharan countries, prompting local farmers to focus on domestic markets,...

Euromonitor International's Vegetables 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: Cauliflowers and broccoli, Maize, Onion, Other Vegetables, Tomatoes.

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

Why buy this report?

- * Get a detailed picture of the Vegetables 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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VEGETABLES IN MOROCCO

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Prices of vegetables surge locally, challenging total volume sales in 2024

Tomato production in Morocco declines, impacted by weather disruptions

Domestic onion consumption declines due to higher prices in 2024

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Growth is expected to benefit from a rise in healthier home cooking

Vegetable prices are expected to continue rising across the forecast period

Staple and affordable vegetables that are central to Moroccan cuisine are expected to perform well

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