

Morocco Food and Drink Report Q3 2016

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Abstracts

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BMI View: Morocco's food and drink market will suffer from the collapse of the country's agricultural production in 2016, which will weigh on employment and household incomes, especially in rural areas. We hold a more positive medium-term outlook as Morocco's food and drink industry is still relatively underdeveloped and offers many opportunities for expansion.

Key Trends & Industry Developments

The collapse in agricultural production due to the latest drought will have a negative impact on employment and household income in rural areas. Low inflation and the uptick in remittances will not compensate for the fall in purchasing power.

Processed and packaged foods will continue to see rapidly increasing popularity.

Recent tax hikes on alcohol and the removal of alcoholic drinks from Marjane supermarkets will continue to restrict sales.

The ongoing shift from traditional open-air food markets to an organised mass grocery retail system in Morocco will drive strong market growth over the next five years.

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