

# Dairy Products and Alternatives in Morocco

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## Abstracts

Following a robust economic rebound in 2021, Morocco's economic performance in 2022 took a downturn, registering marginal growth. This decline was largely attributed to unfavourable economic conditions, particularly impacting the agricultural sector due to a rainfall deficit. Geopolitical factors, such as the European context shaped by the Ukraine conflict, continued to drive commodity prices upward on the global stage. These same tensions reverberated domestically, resulting in escalated food a...

Euromonitor International's Dairy Products and Alternatives in Morocco report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives 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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