

Eggs in Morocco

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Abstracts

The dominant surge in 2023 egg sales came from free-range eggs, driven by their perceived health benefits over regular options. Moroccan consumers, seeking both affordability and health benefits, gravitated towards organic eggs, priced at a mere MAD1.5, just slightly higher than non-organic eggs at MAD1.

Euromonitor International's Eggs 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 2019-2023, 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 2028 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 Eggs 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.



Contents

Eggs in Morocco
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January 2024

LIST OF CONTENTS AND TABLES

EGGS IN MOROCCO KEY DATA FINDINGS

2023 DEVELOPMENTS

Embrace of free-range eggs

Egg utilisation in foodservice and retail

Specialised chicken retailers' influence

PROSPECTS AND OPPORTUNITIES

Dynamic volume sales amid economic conditions

Health-conscious preferences drive premium egg sales

Transition to organic egg production for enhanced profit margins

Summary 1 Major Processors of Eggs 2023

CATEGORY DATA

Table 1 Total Sales of Eggs: Total Volume 2018-2023

Table 2 Total Sales of Eggs: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Eggs: Volume 2018-2023

Table 4 Retail Sales of Eggs: % Volume Growth 2018-2023

Table 5 Retail Sales of Eggs: Value 2018-2023

Table 6 Retail Sales of Eggs: % Value Growth 2018-2023

Table 7 Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Total Sales of Eggs: Total Volume 2023-2028

Table 9 Forecast Total Sales of Eggs: % Total Volume Growth 2023-2028

Table 10 Forecast Retail Sales of Eggs: Volume 2023-2028

Table 11 Forecast Retail Sales of Eggs: % Volume Growth 2023-2028

Table 12 Forecast Retail Sales of Eggs: Value 2023-2028

Table 13 Forecast Retail Sales of Eggs: % Value Growth 2023-2028

FRESH FOOD IN MOROCCO

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture



2023 KEY TRENDS

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Table 24 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources



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