

Food and Drink E-Commerce in Morocco

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Abstracts

COVID-19 drove a sharp acceleration in the rate of growth in retail current value sales of food and drink e-commerce during 2020. With consumers fearful of shortages of kitchen essential due to supply-chain disruption, some of them sought to stock up on these products by ordering them online. Jumia Food and on-demand delivery app Glovo both partnered with a growing number of foodservice outlets during the year. Jumia Food's partners now include McDonald's, Paul, Les Maîtres du Pain and Pralinor.

Euromonitor International's Food and Drink E-Commerce in Morocco report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

Get a detailed picture of the Food and Drink E-Commerce 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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