

# Fortified/Functional Packaged Food in Morocco

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## Abstracts

Fortified/functional packaged food performed well during the pandemic with current value growth remaining at similar to levels to previous years of the review period. The health and wellness trend has gathered pace in response to the pandemic which has led consumers to favour offerings within FF packaged food. This has been particularly true among urban dwellers, who are consuming more FF packaged foods than ever. Moreover, the reinforced natural function of ingredients or added nutritive benefi...

Euromonitor International's Fortified/Functional Packaged Food in Morocco report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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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#### 2021 DEVELOPMENTS

FF packaged food proves resilient to the COVID-19 pandemic, especially among urban dwellers

Households are more heavily influenced by the product label and players' efforts to maintain or reduce unit prices

Nestlé maintains its lead but significantly reduces its investment in fortified/functional packaged food in Morocco

#### PROSPECTS AND OPPORTUNITIES

Fortified/functional packaged food continues to register a good sales performance

Demand for specific vitamins and minerals drives key players to incorporate them in their new product developments which themselves are informed by online communications

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