

Free From in Morocco

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Abstracts

The free from category remains fairly niche in Morocco and is mainly represented by free from allergens. However, shelf representations of free from dairy packaged foods is growing in modern grocery retailers including Marjane, Carrefour and Aswak Assalam. Thanks to this, consumers are now better able to recognise the different free from dairy brands such as Scotti and Alpro whilst doing their weekly grocery shopping. However, as free from products often carry higher unit prices than regular bra...

Euromonitor International's Free From 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: Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

Why buy this report?

Get a detailed picture of the Free From 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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Little demand for free from gluten dairy despite growing awareness of gluten intolerance

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