

Fresh Food in Morocco

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Abstracts

The national economy experienced a significant slowdown in its growth throughout 2022 and 2023, largely due to a combination of drought and inflation. This economic deceleration resulted in a decrease in domestic demand, primarily influenced by the inflationary pressures impacting raw materials and consumer goods, notably energy products. Import-related inflation surged to unprecedented levels, further exacerbating the economic slowdown. This, in turn, eroded household confidence, resulting in r...

Euromonitor International's Fresh Food 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.

Product coverage: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, Vegetables.

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

Why buy this report?

Get a detailed picture of the Fresh 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.

Contents

Fresh Food in Morocco
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LIST OF CONTENTS AND TABLES

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 1 Total Sales of Fresh Food by Category: Total Volume 2018-2023
Table 2 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023
Table 3 Retail Sales of Fresh Food by Category: Volume 2018-2023
Table 4 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023
Table 5 Retail Sales of Fresh Food by Category: Value 2018-2023
Table 6 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023
Table 7 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023
Table 8 Retail Distribution of Fresh Food by Format: % Volume 2018-2023
Table 9 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028
Table 10 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028
Table 11 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028
Table 12 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028
Table 13 Forecast Retail Sales of Fresh Food by Category: Value 2023-2028
Table 14 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MEAT IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Red meat supply disruption

Change in consumer behaviour and red meat consumption

Poultry dominance and varied consumption patterns

PROSPECTS AND OPPORTUNITIES

Modest growth and challenges in red meat consumption

Poultry's resilience and increased preference

Bleak prospects for pork consumption

Summary 2 Major Processors of Meat 2023

CATEGORY DATA

Table 15 Total Sales of Meat by Category: Total Volume 2018-2023

Table 16 Total Sales of Meat by Category: % Total Volume Growth 2018-2023

Table 17 Retail Sales of Meat by Category: Volume 2018-2023

Table 18 Retail Sales of Meat by Category: % Volume Growth 2018-2023

Table 19 Retail Sales of Meat by Category: Value 2018-2023

Table 20 Retail Sales of Meat by Category: % Value Growth 2018-2023

Table 21 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2018-2023

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

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

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

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

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

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

FISH AND SEAFOOD IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominance of fish and pelagic varieties

Crustaceans and evolving palates

Challenges and changing consumption patterns

PROSPECTS AND OPPORTUNITIES

Health-driven growth and promotional initiatives

Foodservice sector outpacing retail growth

Potential for increased consumption and local production

Summary 3 Major Processors of Fish and Seafood 2023

CATEGORY DATA

Table 28 Total Sales of Fish and Seafood by Category: Total Volume 2018-2023

Table 29 Total Sales of Fish and Seafood by Category: % Total Volume Growth
2018-2023

Table 30 Retail Sales of Fish and Seafood by Category: Volume 2018-2023

Table 31 Retail Sales of Fish and Seafood by Category: % Volume Growth 2018-2023

Table 32 Retail Sales of Fish and Seafood by Category: Value 2018-2023

Table 33 Retail Sales of Fish and Seafood by Category: % Value Growth 2018-2023

Table 34 Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume
2018-2023

Table 35 Forecast Total Sales of Fish and Seafood by Category: Total Volume
2023-2028

Table 36 Forecast Total Sales of Fish and Seafood by Category: % Total Volume
Growth 2023-2028

Table 37 Forecast Retail Sales of Fish and Seafood by Category: Volume 2023-2028

Table 38 Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth
2023-2028

Table 39 Forecast Retail Sales of Fish and Seafood by Category: Value 2023-2028

Table 40 Forecast Retail Sales of Fish and Seafood by Category: % Value Growth
2023-2028

PULSES IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer preferences and economic impact

Cultural significance and revival of traditional foods

Government interventions and market dynamics

PROSPECTS AND OPPORTUNITIES

Sustained growth amid economic constraints and cultural significance

Positive image and culinary tradition drive growth in specific pulses

Challenges in changing lifestyles and convenience demand

Summary 4 Major Processors of Pulses 2023

CATEGORY DATA

Table 41 Total Sales of Pulses by Category: Total Volume 2018-2023

Table 42 Total Sales of Pulses by Category: % Total Volume Growth 2018-2023

Table 43 Retail Sales of Pulses by Category: Volume 2018-2023

Table 44 Retail Sales of Pulses by Category: % Volume Growth 2018-2023

Table 45 Retail Sales of Pulses by Category: Value 2018-2023

Table 46 Retail Sales of Pulses by Category: % Value Growth 2018-2023

Table 47 Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2018-2023

Table 48 Forecast Total Sales of Pulses by Category: Total Volume 2023-2028

Table 49 Forecast Total Sales of Pulses by Category: % Total Volume Growth 2023-2028

Table 50 Forecast Retail Sales of Pulses by Category: Volume 2023-2028

Table 51 Forecast Retail Sales of Pulses by Category: % Volume Growth 2023-2028

Table 52 Forecast Retail Sales of Pulses by Category: Value 2023-2028

Table 53 Forecast Retail Sales of Pulses by Category: % Value Growth 2023-2028

VEGETABLES IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Climatic challenges impact tomato, onion, and maize production

Diversified vegetable performance and consumption patterns

Niche area growth and organic vegetable penetration

PROSPECTS AND OPPORTUNITIES

Healthier eating habits and growing home-cooked meals

Climate-related challenges and rising production costs

Surge in organic vegetable cultivation and retail presence

Summary 5 Major Processors of Vegetables 2023

CATEGORY DATA

Table 54 Total Sales of Vegetables by Category: Total Volume 2018-2023

Table 55 Total Sales of Vegetables by Category: % Total Volume Growth 2018-2023

Table 56 Retail Sales of Vegetables by Category: Volume 2018-2023

Table 57 Retail Sales of Vegetables by Category: % Volume Growth 2018-2023

Table 58 Retail Sales of Vegetables by Category: Value 2018-2023

Table 59 Retail Sales of Vegetables by Category: % Value Growth 2018-2023

Table 60 Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2018-2023

Table 61 Forecast Total Sales of Vegetables by Category: Total Volume 2023-2028

Table 62 Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2023-2028

Table 63 Forecast Retail Sales of Vegetables by Category: Volume 2023-2028

Table 64 Forecast Retail Sales of Vegetables by Category: % Volume Growth 2023-2028

Table 65 Forecast Retail Sales of Vegetables by Category: Value 2023-2028

Table 66 Forecast Retail Sales of Vegetables by Category: % Value Growth 2023-2028

STARCHY ROOTS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominance and role of potatoes in Moroccan cuisine

Government intervention, demand shifts, and rise of processed potatoes

Limited presence of other starchy roots

PROSPECTS AND OPPORTUNITIES

Sustained demand and competitive prices of potatoes and beetroot

Increasing competition from processed potatoes and threats from poor harvests

Changes in consumer preferences and demand dynamics

Summary 6 Major Processors of Starchy Roots 2023

CATEGORY DATA

Table 67 Total Sales of Starchy Roots by Category: Total Volume 2018-2023

Table 68 Total Sales of Starchy Roots by Category: % Total Volume Growth 2018-2023

Table 69 Retail Sales of Starchy Roots by Category: Volume 2018-2023

Table 70 Retail Sales of Starchy Roots by Category: % Volume Growth 2018-2023

Table 71 Retail Sales of Starchy Roots by Category: Value 2018-2023

Table 72 Retail Sales of Starchy Roots by Category: % Value Growth 2018-2023

Table 73 Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2018-2023

Table 74 Forecast Total Sales of Starchy Roots by Category: Total Volume 2023-2028

Table 75 Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2023-2028

Table 76 Forecast Retail Sales of Starchy Roots by Category: Volume 2023-2028

Table 77 Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2023-2028

Table 78 Forecast Retail Sales of Starchy Roots by Category: Value 2023-2028

Table 79 Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2023-2028

FRUITS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weather-driven decline and changes in consumer preferences

Decline in major fruit categories and evolving consumption patterns

Vulnerability of seasonal fruits and mitigation strategies

PROSPECTS AND OPPORTUNITIES

Diminished fruit consumption amid economic constraints

Prolonged economic impact and sustained consumer behaviour

Growing threats from climatic uncertainty and production costs

Summary 7 Major Processors of Fruits 2023

CATEGORY DATA

Table 80 Total Sales of Fruits by Category: Total Volume 2018-2023

Table 81 Total Sales of Fruits by Category: % Total Volume Growth 2018-2023

Table 82 Retail Sales of Fruits by Category: Volume 2018-2023

Table 83 Retail Sales of Fruits by Category: % Volume Growth 2018-2023

Table 84 Retail Sales of Fruits by Category: Value 2018-2023

Table 85 Retail Sales of Fruits by Category: % Value Growth 2018-2023

Table 86 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2018-2023

Table 87 Forecast Total Sales of Fruits by Category: Total Volume 2023-2028

Table 88 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028

Table 89 Forecast Retail Sales of Fruits by Category: Volume 2023-2028

Table 90 Forecast Retail Sales of Fruits by Category: % Volume Growth 2023-2028

Table 91 Forecast Retail Sales of Fruits by Category: Value 2023-2028

Table 92 Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

NUTS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumption influences and event-driven surges

Changing consumption patterns and market dynamics

Event-driven consumption and economic dynamics

PROSPECTS AND OPPORTUNITIES

Health and wellness influence

Nuts as health-conscious substitutes

Potential impact of weather and import dynamics

Summary 8 Major Processors of Nuts 2023

CATEGORY DATA

Table 93 Total Sales of Nuts by Category: Total Volume 2018-2023

Table 94 Total Sales of Nuts by Category: % Total Volume Growth 2018-2023

Table 95 Retail Sales of Nuts by Category: Volume 2018-2023

Table 96 Retail Sales of Nuts by Category: % Volume Growth 2018-2023

Table 97 Retail Sales of Nuts by Category: Value 2018-2023

Table 98 Retail Sales of Nuts by Category: % Value Growth 2018-2023

Table 99 Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2018-2023

Table 100 Forecast Total Sales of Nuts by Category: Total Volume 2023-2028

Table 101 Forecast Total Sales of Nuts by Category: % Total Volume Growth 2023-2028

Table 102 Forecast Retail Sales of Nuts by Category: Volume 2023-2028

Table 103 Forecast Retail Sales of Nuts by Category: % Volume Growth 2023-2028

Table 104 Forecast Retail Sales of Nuts by Category: Value 2023-2028

Table 105 Forecast Retail Sales of Nuts by Category: % Value Growth 2023-2028

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 9 Major Processors of Eggs 2023

CATEGORY DATA

Table 106 Total Sales of Eggs: Total Volume 2018-2023

Table 107 Total Sales of Eggs: % Total Volume Growth 2018-2023

Table 108 Retail Sales of Eggs: Volume 2018-2023

Table 109 Retail Sales of Eggs: % Volume Growth 2018-2023

Table 110 Retail Sales of Eggs: Value 2018-2023

Table 111 Retail Sales of Eggs: % Value Growth 2018-2023

Table 112 Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2018-2023

Table 113 Forecast Total Sales of Eggs: Total Volume 2023-2028

Table 114 Forecast Total Sales of Eggs: % Total Volume Growth 2023-2028

Table 115 Forecast Retail Sales of Eggs: Volume 2023-2028

Table 116 Forecast Retail Sales of Eggs: % Volume Growth 2023-2028

Table 117 Forecast Retail Sales of Eggs: Value 2023-2028

Table 118 Forecast Retail Sales of Eggs: % Value Growth 2023-2028

SUGAR AND SWEETENERS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar market maturity amid health awareness

Dominance of hot beverage consumption

Diverse sugar types and cultural significance

PROSPECTS AND OPPORTUNITIES

Moderate growth driven by health concerns

Foodservice sector surge amid economic recovery

Steady rise of brown and organic sugar

Summary 10 Major Processors of Sugar and Sweeteners 2023

CATEGORY DATA

Table 119 Total Sales of Sugar and Sweeteners: Total Volume 2018-2023

Table 120 Total Sales of Sugar and Sweeteners: % Total Volume Growth 2018-2023

Table 121 Retail Sales of Sugar and Sweeteners: Volume 2018-2023

Table 122 Retail Sales of Sugar and Sweeteners: % Volume Growth 2018-2023

Table 123 Retail Sales of Sugar and Sweeteners: Value 2018-2023

Table 124 Retail Sales of Sugar and Sweeteners: % Value Growth 2018-2023

Table 125 Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2018-2023

Table 126 Forecast Total Sales of Sugar and Sweeteners: Total Volume 2023-2028

Table 127 Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2023-2028

Table 128 Forecast Retail Sales of Sugar and Sweeteners: Volume 2023-2028

Table 129 Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2023-2028

Table 130 Forecast Retail Sales of Sugar and Sweeteners: Value 2023-2028

Table 131 Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2023-2028

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