

Fruits in Morocco

<https://marketpublishers.com/r/FEA4464D5FFEN.html>

Date: January 2024

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: FEA4464D5FFEN

Abstracts

Overall fruit volume sales experienced a decline due to adverse weather conditions, resulting in low harvest yields and increased unit prices across various fruit categories. The increased prices prompted many Moroccans to opt for lower-priced fruits like oranges, apples, and bananas, especially for desserts, as disposable incomes dwindled. Shifting purchasing habits due to economic constraints influenced the choices of packaged desserts over pricier alternatives. This weather-driven trend heavi...

Euromonitor International's Fruits 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: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

Get a detailed picture of the Fruits 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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