

# Marjane Holding SA in Packaged Food (Morocco)

<https://marketpublishers.com/r/M9269475D55EN.html>

Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M9269475D55EN

## Abstracts

Marjane is the leading modern grocery retailer in Morocco and maintained a 50% value share in modern grocery retailers in 2013 and a 7% value share in grocery retailers overall. Modern grocery retailers is a channel which at the end of the review period still comprised less than 15% of total grocery retailers value sales. However, Marjane is expanding its business activities by opening new outlets on an annual basis with the aim of reaching consumers not only in urban areas but also in more...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Meal Replacement, Noodles, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

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

## Why buy this report?

Get a detailed picture of the 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.

## Contents

Strategic Direction

Key Facts

Summary 1 Marjane: Key Facts

Summary 2 Marjane: Operational Indicators

Company Background

Internet Strategy

Competitive Positioning

Summary 3 Marjane: Competitive Position 2013

## I would like to order

Product name: Marjane Holding SA in Packaged Food (Morocco)

Product link: <https://marketpublishers.com/r/M9269475D55EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M9269475D55EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970