

Meal Replacement in Morocco

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Abstracts

Meal replacement is set to increase in current value by 7% during 2014, a rate of growth which is set to be in line with the current value CAGR recorded in the category over the entire review period.

Euromonitor International's Meal Replacement 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 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Convalescence, Meal Replacement Slimming.

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

Why buy this report?

Get a detailed picture of the Meal Replacement 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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Executive Summary

Healthy Growth in Packaged Food Is Maintained by Growing Household Demand

Product Diversification and Discounts Increase Consumers' Spending in 2014

Domestic Players Still Outperform International Players in 2014

Small Grocery Retailers Are Most Frequented by Moroccans in 2014

Healthy Performance Is Expected Over the Forecast Period 2014-2019 in Morocco

Key Trends and Developments

Consumers' Lifestyles in Morocco Are Changing, With A General Shift in Food

Consumption From Unpackaged To Packaged Food

the Health and Wellness Trend Attracts Moroccan Consumers To Packaged Food

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