

# Meal Replacement in Morocco

<https://marketpublishers.com/r/MC20B6F5BBEEN.html>

Date: October 2014

Pages: 48

Price: US\$ 990.00 (Single User License)

ID: MC20B6F5BBEEN

## 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Meal Replacement by Category: Volume 2009-2014

Table 2 Sales of Meal Replacement by Category: Value 2009-2014

Table 3 Sales of Meal Replacement by Category: % Volume Growth 2010-2014

Table 4 Sales of Meal Replacement by Category: % Value Growth 2010-2014

Table 5 Sales of Meal Replacement Slimming by Type: % Value Breakdown  
2009-2014

Table 6 NBO Company Shares of Meal Replacement: % Value 2010-2014

Table 7 LBN Brand Shares of Meal Replacement: % Value 2011-2014

Table 8 Distribution of Meal Replacement by Format: % Value 2009-2014

Table 9 Forecast Sales of Meal Replacement by Category: Volume 2014-2019

Table 10 Forecast Sales of Meal Replacement by Category: Value 2014-2019

Table 11 Forecast Sales of Meal Replacement by Category: % Volume Growth  
2014-2019

Table 12 Forecast Sales of Meal Replacement by Category: % Value Growth  
2014-2019

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

Domestic Vs Multinational Manufacturers in Morocco

Retailing in Morocco

Foodservice - Key Trends and Developments

Headlines

Trends - Sales To Foodservice

Trends - Foodservice

Prospects

## Category Data

Table 13 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 14 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 15 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 16 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

## Impulse and Indulgence Products - Key Trends and Developments

### Headlines

### Trends

### Competitive Landscape

### Prospects

## Category Data

Table 17 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 18 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 19 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 20 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 21 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 22 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 24 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

## Meal Solutions - Key Trends and Developments

### Headlines

### Trends

### Competitive Landscape

### Prospects

## Category Data

Table 27 Sales of Meal Solutions by Category: Volume 2009-2014

Table 28 Sales of Meal Solutions by Category: Value 2009-2014

Table 29 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 30 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 31 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 32 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 33 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 34 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 35 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 36 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

## Nutrition/staples - Key Trends and Developments

### Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 37 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 38 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 39 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 40 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 41 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 42 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 43 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 44 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 45 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 46 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

### Market Data

Table 47 Sales of Packaged Food by Category: Volume 2009-2014

Table 48 Sales of Packaged Food by Category: Value 2009-2014

Table 49 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 50 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 51 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 52 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 53 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 54 Penetration of Private Label by Category: % Value 2009-2014

Table 55 Distribution of Packaged Food by Format: % Value 2009-2014

Table 56 Distribution of Packaged Food by Format and Category: % Value 2014

Table 57 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 58 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 59 Forecast Sales of Packaged Food by Category: % Volume Growth

2014-2019

Table 60 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Definitions

Sources

Summary 1 Research Sources

## I would like to order

Product name: Meal Replacement in Morocco

Product link: <https://marketpublishers.com/r/MC20B6F5BBEEN.html>

Price: US\$ 990.00 (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/MC20B6F5BBEEN.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