

Pasta in Morocco

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Abstracts

In 2014, pasta recorded strong current growth of 6%. It is undeniable that the Moroccan consumer is accepting pasta more and more each year. Fast food outlets are growing in the country, offering a wide range of tasty and affordable pasta meals. The quality of pasta products has increased significantly over the last decade which fuelled the sales. Pasta products nowadays, are very available to the Moroccan consumer as they are present in different distribution channels. However, it is...

Euromonitor International's Pasta 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: Canned/Preserved Pasta, Chilled/Fresh Pasta, Dried Pasta.

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

Why buy this report?

Get a detailed picture of the Pasta 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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