

# Plant-Based Dairy in Morocco

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## Abstracts

Plant-based dairy products are still in their nascent stages of development within the Moroccan market. The introduction of soya-based drinks marked the initial foray into this category. Copralim and Food Group Trading led the way with Sojasun and Bjorg soya drink brands, respectively. However, limited availability in select modern stores, combined with the absence of robust advertising campaigns, hindered these products from reaching a broader consumer base. Additionally, their higher price poi...

Euromonitor International's Plant-based Dairy in Morocco report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

Get a detailed picture of the Plant-based Dairy 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

Plant-Based Dairy in Morocco  
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September 2023

### **LIST OF CONTENTS AND TABLES**

PLANT-BASED DAIRY IN MOROCCO  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Emerging landscape of plant-based dairy  
Entrants and expansion while plant-based yoghurt enters the scene  
Product diversity in modern stores

### **PROSPECTS AND OPPORTUNITIES**

Niche growth of plant-based dairy  
Health and wellness trend and visibility fuel expansion  
Multinational dominance and price impact

### **CATEGORY DATA**

Table 1 Sales of Plant-Based Dairy by Category: Value 2018-2023  
Table 2 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023  
Table 4 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023  
Table 5 Distribution of Plant-Based Dairy by Format: % Value 2018-2023  
Table 6 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028  
Table 7 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

### **DAIRY PRODUCTS AND ALTERNATIVES IN MOROCCO**

### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

### **MARKET DATA**

Table 8 Sales of Dairy Products and Alternatives by Category: Value 2018-2023  
Table 9 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Dairy Products and Alternatives: % Value  
2019-2023

Table 11 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 12 Penetration of Private Label by Category: % Value 2018-2023

Table 13 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 14 Forecast Sales of Dairy Products and Alternatives by Category: Value  
2023-2028

Table 15 Forecast Sales of Dairy Products and Alternatives by Category: % Value  
Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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