

Pulses in Morocco

<https://marketpublishers.com/r/P8D0384E588EN.html>

Date: January 2024

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: P8D0384E588EN

Abstracts

Across meat and seafood, there is a noticeable shift in consumer preferences. Factors such as rising prices, economic constraints, and health awareness have prompted consumers to reconsider their protein sources. In meats, red meat consumption declined due to soaring prices, leading budget-strapped consumers to switch to more affordable poultry. Similarly, in fish and seafood, economic slowdowns prompted a shift from higher-priced items like fish to more economical options, while pulses witness...

Euromonitor International's Pulses 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 in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beans, Other Pulses, Peas.

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

Why buy this report?

Get a detailed picture of the Pulses 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

Pulses in Morocco
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

PULSES IN MOROCCO
KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer preferences and economic impact
Cultural significance and revival of traditional foods
Government interventions and market dynamics

PROSPECTS AND OPPORTUNITIES

Sustained growth amid economic constraints and cultural significance
Positive image and culinary tradition drive growth in specific pulses
Challenges in changing lifestyles and convenience demand

Summary 1 Major Processors of Pulses 2023

CATEGORY DATA

Table 1 Total Sales of Pulses by Category: Total Volume 2018-2023
Table 2 Total Sales of Pulses by Category: % Total Volume Growth 2018-2023
Table 3 Retail Sales of Pulses by Category: Volume 2018-2023
Table 4 Retail Sales of Pulses by Category: % Volume Growth 2018-2023
Table 5 Retail Sales of Pulses by Category: Value 2018-2023
Table 6 Retail Sales of Pulses by Category: % Value Growth 2018-2023
Table 7 Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2018-2023
Table 8 Forecast Total Sales of Pulses by Category: Total Volume 2023-2028
Table 9 Forecast Total Sales of Pulses by Category: % Total Volume Growth 2023-2028
Table 10 Forecast Retail Sales of Pulses by Category: Volume 2023-2028
Table 11 Forecast Retail Sales of Pulses by Category: % Volume Growth 2023-2028
Table 12 Forecast Retail Sales of Pulses by Category: Value 2023-2028
Table 13 Forecast Retail Sales of Pulses by Category: % Value Growth 2023-2028

FRESH FOOD IN MOROCCO

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 KEY TRENDS

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Table 24 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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