

Staple Foods in Morocco

<https://marketpublishers.com/r/S08A8CB4D700EN.html>

Date: November 2023

Pages: 62

Price: US\$ 2,100.00 (Single User License)

ID: S08A8CB4D700EN

Abstracts

In 2022, commodity prices experienced a historic surge, largely attributed to the Russian invasion of Ukraine. The Moroccan economy faced a significant slowdown due to a combination of drought and inflation, resulting in reduced domestic demand amid inflationary pressures. Notably, the prices of raw materials and consumer goods, especially energy products, reached unprecedented highs, leading to an increase in imported inflation. Consumer goods saw a notable price hike, while fuel prices surged...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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