

# Vegetables in Morocco

<https://marketpublishers.com/r/V64CE2189E1EN.html>

Date: January 2024

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: V64CE2189E1EN

## Abstracts

Unfavourable climatic conditions significantly affected tomato, onion, and maize production in 2023, leading to decreased yields and a subsequent drop in supply. This scarcity propelled prices upwards, prompting the government to enforce restrictions on exports of certain produce, aiming to ensure local availability and price stability. The surge in tomato prices caused a shift towards packaged tomato pastes and purées, impacting the foodservice sector. Similarly, onions faced escalated prices d...

Euromonitor International's Vegetables 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: Cauliflowers and broccoli, Maize, Onion, Other Vegetables, Tomatoes.

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

Why buy this report?

Get a detailed picture of the Vegetables 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

Vegetables in Morocco  
Euromonitor International  
January 2024

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

VEGETABLES IN MOROCCO  
KEY DATA FINDINGS

#### **2023 DEVELOPMENTS**

Climatic challenges impact tomato, onion, and maize production  
Diversified vegetable performance and consumption patterns  
Niche area growth and organic vegetable penetration

#### **PROSPECTS AND OPPORTUNITIES**

Healthier eating habits and growing home-cooked meals  
Climate-related challenges and rising production costs  
Surge in organic vegetable cultivation and retail presence  
Summary 1 Major Processors of Vegetables 2023

#### **CATEGORY DATA**

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

### **DISCLAIMER**

### **SOURCES**

Summary 2 Research Sources

## I would like to order

Product name: Vegetables in Morocco

Product link: <https://marketpublishers.com/r/V64CE2189E1EN.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/V64CE2189E1EN.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