

Yoghurt and Sour Milk Products in Morocco

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Abstracts

Yoghurt sales saw a deceleration in volume growth during the first half of 2023, primarily attributed to the challenging economic landscape and declining disposable incomes. Amid the global economic recession, consumers exhibited a trend of curtailing yoghurt consumption, considering it a discretionary product. This shift resulted in reduced consumption frequency, even as manufacturers persisted in outreach efforts to the mass market by employing strategies like affordable pricing, in-store prom...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, 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 Yoghurt and Sour Milk Products 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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