

# Yoghurt and Sour Milk Drinks in Morocco

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## Abstracts

Yoghurt and sour milk drinks benefited from the rising importance of the health and wellness trend in Morocco. A growing number of Moroccans are paying attention to what they eat and how they feel; hence more consumers are shifting to healthier food and drinks. As a result, consumption of yoghurt and sour milk drinks will increase in 2011, as such products are a healthy and tasty option for breakfast, or for snacking in-between meals. Manufacturers also contributed to value growth by launching...

Euromonitor International's Yoghurt and Sour Milk Drinks 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 2007-2011, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2016 illustrate how the market is set to change.

**Product coverage:** Sour Milk Drinks, 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 Drinks 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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Supermarkets/hypermarkets Gradually Gain Share  
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