

Ice Cream Market in Morocco 2021

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Abstracts

Ice cream is made from dairy products or dairy alternatives and is flavored with a sweetener, either sugar or an alternative, and a spice, such as cocoa or vanilla, or with fruit such as strawberries or peaches. The ice cream market in Morocco in terms of revenue is set to grow by US\$ 254 million during 2021-2027, growing at a compound annual growth rate (CAGR) of 7.8% during the forecast period, according to data and analytics company StrategyHelix. Growth in per capita disposable income, as well as increases in both per capita sugar and sweetener consumption and per capita dairy consumption are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for ice cream. The Morocco ice cream market is segmented on the basis of product, distribution channel. By product, it is categorized into impulse ice cream (single portion dairy ice cream, single portion water ice cream), take-home ice cream (take-home dairy ice cream, take-home water ice cream), frozen yoghurt, and others. The take-home ice cream segment held the largest market share in 2020. By distribution channel, the ice cream market is divided into convenience stores, supermarkets, hypermarkets, online retail, and others.

The report has profiled some of the key players of the market such as Morocco, General Mills Inc., MOBIGEN Holding, Unilever plc, Venezia Ice Maroc.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the ice cream market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: impulse ice cream (single portion dairy ice cream, single portion water ice cream), take-home ice cream (take-home dairy ice cream, take-home water ice cream),

frozen yoghurt, and others

Distribution channel: convenience stores, supermarkets, hypermarkets, online retail, and others

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Morocco ice cream market

Pinpoint growth sectors and trends for investment

Understand what the future of the ice cream market in Morocco looks like

Identify the competitive landscape and window of opportunity

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