

Edible Oils in Morocco

November 2023

Table of Contents

Edible Oils in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poor harvest and unpackaged alternative affects olive oil
Players try to rein in sunflower oil prices to stimulate demand
Companies look to packaging and oil mixes to overcome challenges

PROSPECTS AND OPPORTUNITIES

Stagnation in the demand for the most-used edible oils but growth opportunities for smaller, more health-positioned categories
Unpackaged olive oil, high prices and unhealthy positioning to present significant challenges for edible oils
Affluent consumers to continue to boost argan oil sales

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2018-2023
Table 2 - Sales of Edible Oils by Category: Value 2018-2023
Table 3 - Sales of Edible Oils by Category: % Volume Growth 2018-2023
Table 4 - Sales of Edible Oils by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Edible Oils: % Value 2019-2023
Table 6 - LBN Brand Shares of Edible Oils: % Value 2020-2023
Table 7 - Distribution of Edible Oils by Format: % Value 2018-2023
Table 8 - Forecast Sales of Edible Oils by Category: Volume 2023-2028
Table 9 - Forecast Sales of Edible Oils by Category: Value 2023-2028
Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Morocco - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023
Table 18 - Penetration of Private Label by Category: % Value 2018-2023
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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