

Dairy Products and Alternatives in Morocco

September 2023

Table of Contents

Dairy Products and Alternatives in Morocco

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 5 Penetration of Private Label by Category: % Value 2018-2023
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting parenthood priorities and demographic impacts

Advertising restrictions and shifting preferences

Evolving preferences within milk formula and economic influences

PROSPECTS AND OPPORTUNITIES

Projected decline in birth rates and impact on baby sales

Marketing strategies amid regulatory landscape

Imported baby food and evolving consumer preferences

CATEGORY DATA

- Table 9 Sales of Baby Food by Category: Volume 2018-2023
- Table 10 Sales of Baby Food by Category: Value 2018-2023
- Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
- Table 14 NBO Company Shares of Baby Food: % Value 2019-2023
- Table 15 LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 16 Distribution of Baby Food by Format: % Value 2018-2023
- Table 17 Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 18 Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Butter and Spreads in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Butter's versatility and steadfast popularity

Health-driven shifts and margarine's niche

Price-responsive innovations in olive oil

PROSPECTS AND OPPORTUNITIES

Flourishing butter consumption in evolving culinary landscape

Margarine's sustained decline and health-conscious choices

Artisanal butter's local dominance and regional influences

CATEGORY DATA

- Table 21 Sales of Butter and Spreads by Category: Volume 2018-2023
- Table 22 Sales of Butter and Spreads by Category: Value 2018-2023
- Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
- Table 24 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
- Table 25 NBO Company Shares of Butter and Spreads: % Value 2019-2023
- Table 26 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
- Table 27 Distribution of Butter and Spreads by Format: % Value 2018-2023
- Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
- Table 29 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
- Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
- Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Cheese in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Evolving trends in spreadable and soft cheese consumption

Dominance of white cheese, branded innovations, and market leaders

International acquisitions and changes in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Economic constraints impact cheese growth

Promising trajectory of spreadable cheese

Factors shaping the soft cheese landscape

CATEGORY DATA

- Table 32 Sales of Cheese by Category: Volume 2018-2023
- Table 33 Sales of Cheese by Category: Value 2018-2023
- Table 34 Sales of Cheese by Category: % Volume Growth 2018-2023
- Table 35 Sales of Cheese by Category: % Value Growth 2018-2023
- Table 36 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
- Table 37 Sales of Soft Cheese by Type: % Value 2018-2023
- Table 38 Sales of Hard Cheese by Type: % Value 2018-2023
- Table 39 NBO Company Shares of Cheese: % Value 2019-2023
- Table 40 LBN Brand Shares of Cheese: % Value 2020-2023
- Table 41 Distribution of Cheese by Format: % Value 2018-2023
- Table 42 Forecast Sales of Cheese by Category: Volume 2023-2028
- Table 43 Forecast Sales of Cheese by Category: Value 2023-2028
- Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
- Table 45 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating economic challenges and milk production State intervention and imported powder milk subsidies Innovations and pricing strategies in drinking milk products

PROSPECTS AND OPPORTUNITIES

Shifting sales dynamics and consumer trust Evolving competition and market fragmentation Subsidies and changes in milk preference

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 47 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 52 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 53 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 54 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 55 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 56 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

Yoghurt and Sour Milk Products in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Evolving yoghurt consumption patterns
Pricing realities and input cost impact
Market competitiveness and innovation leadership

PROSPECTS AND OPPORTUNITIES

Economic conditions impacting yoghurt consumption

Preference for unpackaged artisanal milk to affect sour drink sales

Strategies for sustaining yoghurt sales

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

Other Dairy in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting demand for indulgence products

Fromage frais and quark driving growth

Challenges for chilled dairy-based desserts and cream's niche position

PROSPECTS AND OPPORTUNITIES

Economic constraints impacting indulgence

Fromage frais leads the pack

Niche position of condensed/evaporated milk

CATEGORY DATA

Table 68 - Sales of Other Dairy by Category: Volume 2018-2023

Table 69 - Sales of Other Dairy by Category: Value 2018-2023

Table 70 - Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 71 - Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 72 - Sales of Cream by Type: % Value 2018-2023

Table 73 - NBO Company Shares of Other Dairy: % Value 2019-2023

Table 74 - LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 75 - Distribution of Other Dairy by Format: % Value 2018-2023

Table 76 - Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 77 - Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

Plant-Based Dairy in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Emerging landscape of plant-based dairy

Entrants and expansion while plant-based yoghurt enters the scene

Product diversity in modern stores

PROSPECTS AND OPPORTUNITIES

Niche growth of plant-based dairy

Health and wellness trend and visibility fuel expansion

Multinational dominance and price impact

CATEGORY DATA

Table 80 - Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 81 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 82 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 83 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 84 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 85 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 86 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-morocco/report.