



# Plant-Based Dairy in Morocco

August 2024

Table of Contents

## Plant-Based Dairy in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dynamic growth in 2024, albeit from a low base

Plant-based milk becomes more competitive, with emergence of new entrants

Increased visibility in modern retailers inspires manufacturers to launch new offerings

#### PROSPECTS AND OPPORTUNITIES

Promising growth in niche market

Health and wellness trend will fuel future expansion

Multinationals will retain their dominance

#### CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

## Dairy Products and Alternatives in Morocco - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 13 - Penetration of Private Label by Category: % Value 2019-2024

Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## 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/plant-based-dairy-in-morocco/report](http://www.euromonitor.com/plant-based-dairy-in-morocco/report).