



Euromonitor  
International

# Other Dairy in Morocco

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Minimal growth for other dairy, as players shift their focus towards other more promising categories
- Rise of fromage frais and quark as healthier alternatives
- Decline in demand for chilled dairy desserts amid economic pressures

PROSPECTS AND OPPORTUNITIES

- Demand will remain hindered by squeezed consumer budgets
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Dairy Products and Alternatives in Morocco - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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