



**Euromonitor
International**

Meat in Morocco

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation drives up red meat prices, while the government implements measures to ensure a steady supply of beef
Poultry sales benefit from affordable prices compared to other meat options
Modest growth for lamb, mutton, and goat as high price points reduce sales

PROSPECTS AND OPPORTUNITIES

Growth for meat is anticipated to be modest, challenged by high price points
There will continue to be limited prospects for pork consumption in Morocco
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DISCLAIMER

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