



# Sugar and Sweeteners in Morocco

January 2024

Table of Contents

## Sugar and Sweeteners in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sugar market maturity amid health awareness

Dominance of hot beverage consumption

Diverse sugar types and cultural significance

#### PROSPECTS AND OPPORTUNITIES

Moderate growth driven by health concerns

Foodservice sector surge amid economic recovery

Steady rise of brown and organic sugar

Summary 1 - Major Processors of Sugar and Sweeteners 2023

#### CATEGORY DATA

Table 1 - Total Sales of Sugar and Sweeteners: Total Volume 2018-2023

Table 2 - Total Sales of Sugar and Sweeteners: % Total Volume Growth 2018-2023

Table 3 - Retail Sales of Sugar and Sweeteners: Volume 2018-2023

Table 4 - Retail Sales of Sugar and Sweeteners: % Volume Growth 2018-2023

Table 5 - Retail Sales of Sugar and Sweeteners: Value 2018-2023

Table 6 - Retail Sales of Sugar and Sweeteners: % Value Growth 2018-2023

Table 7 - Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 - Forecast Total Sales of Sugar and Sweeteners: Total Volume 2023-2028

Table 9 - Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2023-2028

Table 10 - Forecast Retail Sales of Sugar and Sweeteners: Volume 2023-2028

Table 11 - Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2023-2028

Table 12 - Forecast Retail Sales of Sugar and Sweeteners: Value 2023-2028

Table 13 - Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2023-2028

## Fresh Food in Morocco - Industry Overview

### EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

### MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 - Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 - Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - 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/sugar-and-sweeteners-in-morocco/report](http://www.euromonitor.com/sugar-and-sweeteners-in-morocco/report).