



# Sweet Spreads in Morocco

November 2023

Table of Contents

## Sweet Spreads in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Changing consumption habits hit jams and preserves  
Production issues and lower-priced alternatives hurt packaged honey  
Amlou sparks nut and seed based spreads

#### PROSPECTS AND OPPORTUNITIES

Health-conscious and affluent consumers to spur revival in retail volume sales of honey  
Growing economy brand and private label offer to restrain average unit price growth  
Nut and seed based spreads to continue to gain traction through healthy positioning

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2018-2023  
Table 2 - Sales of Sweet Spreads by Category: Value 2018-2023  
Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Sweet Spreads: % Value 2019-2023  
Table 6 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023  
Table 7 - Distribution of Sweet Spreads by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028  
Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## Cooking Ingredients and Meals in Morocco - Industry Overview

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture  
Key trends in 2023  
Competitive landscape  
Channel developments  
What next for cooking ingredients and meals?

#### MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023  
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023  
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023  
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023  
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023  
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023  
Table 18 - Penetration of Private Label by Category: % Value 2018-2023  
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023  
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028  
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028  
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028  
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### 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/sweet-spreads-in-morocco/report](http://www.euromonitor.com/sweet-spreads-in-morocco/report).