

Starchy Roots in Morocco

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominance and role of potatoes in Moroccan cuisine

Government intervention, demand shifts, and rise of processed potatoes

Limited presence of other starchy roots

PROSPECTS AND OPPORTUNITIES

Sustained demand and competitive prices of potatoes and beetroot

Increasing competition from processed potatoes and threats from poor harvests

Changes in consumer preferences and demand dynamics

Summary 1 - Major Processors of Starchy Roots 2023

CATEGORY DATA

Table 1 - Total Sales of Starchy Roots by Category: Total Volume 2018-2023

Table 2 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2018-2023

Table 3 - Retail Sales of Starchy Roots by Category: Volume 2018-2023

Table 4 - Retail Sales of Starchy Roots by Category: % Volume Growth 2018-2023

Table 5 - Retail Sales of Starchy Roots by Category: Value 2018-2023

Table 6 - Retail Sales of Starchy Roots by Category: % Value Growth 2018-2023

Table 7 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2023-2028

Table 9 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2023-2028

Table 10 - Forecast Retail Sales of Starchy Roots by Category: Volume 2023-2028

Table 11 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2023-2028

Table 12 - Forecast Retail Sales of Starchy Roots by Category: Value 2023-2028

Table 13 - Forecast Retail Sales of Starchy Roots by Category: % 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/starchy-roots-in-morocco/report.