

Ice Cream in Morocco

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises and limited number of consumption occasions impact volume sales in 2023
Increase in products with value-added benefits, including health and wellness attributes
Mobigen retains its lead

PROSPECTS AND OPPORTUNITIES

Improved performance expected, thanks to marketing efforts of leading players
Take-home ice cream offers greatest potential, while functional products will remain niche in terms of sales
Development of modern grocery retailing will support growth

CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2018-2023
Table 2 - Sales of Ice Cream by Category: Value 2018-2023
Table 3 - Sales of Ice Cream by Category: % Volume Growth 2018-2023
Table 4 - Sales of Ice Cream by Category: % Value Growth 2018-2023
Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
Table 6 - Sales of Impulse Ice Cream by Format: % Value 2018-2023
Table 7 - NBO Company Shares of Ice Cream: % Value 2019-2023
Table 8 - LBN Brand Shares of Ice Cream: % Value 2020-2023
Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
Table 13 - Distribution of Ice Cream by Format: % Value 2018-2023
Table 14 - Forecast Sales of Ice Cream by Category: Volume 2023-2028
Table 15 - Forecast Sales of Ice Cream by Category: Value 2023-2028
Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Snacks in Morocco - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2018-2023
Table 19 - Sales of Snacks by Category: Value 2018-2023
Table 20 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 21 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 22 - NBO Company Shares of Snacks: % Value 2019-2023
Table 23 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 24 - Penetration of Private Label by Category: % Value 2018-2023
Table 25 - Distribution of Snacks by Format: % Value 2018-2023
Table 26 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 27 - Forecast Sales of Snacks by Category: Value 2023-2028
Table 28 - Forecast Sales of Snacks by Category: % Volume 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/ice-cream-in-morocco/report.