

Butter and Spreads in Morocco

September 2022

Table of Contents

Butter and Spreads in Morocco - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising price dampens volume sales

Centrale Danone continues to lead in 2022

Margarine facing competition from olive oil

PROSPECTS AND OPPORTUNITIES

Rosey outlook for butter over forecast period

Hard times anticipated for margarine

Increasing health awareness will drive new product developments over the forecast period

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2017-2022

Table 2 - Sales of Butter and Spreads by Category: Value 2017-2022

Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 7 - Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Morocco - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

Chart 1 - Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

Chart 2 - Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 - Penetration of Private Label by Category: % Value 2017-2022

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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/butter-and-spreads-in-morocco/report.