

MARKET INNOVATION OVERVIEW

CATEGORY: Dairy | **COUNTRY:** Morocco

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

DAIRY PRODUCTS IN EUROPE, MIDDLE EAST AND AFRICA

CHEESE

Better-for-you and natural recipes: Cheese brands are innovating around consumers' heightened interest in recipes with better-for-you features (eg high protein, digestive health) and with natural and clean-label ingredients.

BUTTER

Naturalness should dominate: Consumer interest in natural, organic and non-processed ingredients is booming. Butter brands have the opportunity to capitalise by cutting out artificial additives, exploring organic ingredients and celebrating the wholesomeness of recipes in marketing.

DAIRY DRINKS

Balance health with indulgence: Develop flavoured milks which are indulgent, yet low in sugar to attract consumers to the category. Brands can also look to nutrient fortification as a way to expand the consumer base.

YOGURT

Highlight the benefits of eating yogurt: Yogurt brands can appeal to consumers who are adopting preventative health measures during the COVID-19 pandemic by highlighting yogurt's links with immune health (eg high in probiotics, calcium and protein). Such claims must adhere to regulatory guidelines.



DAIRY PRODUCTS IN MOROCCO

Market Overview

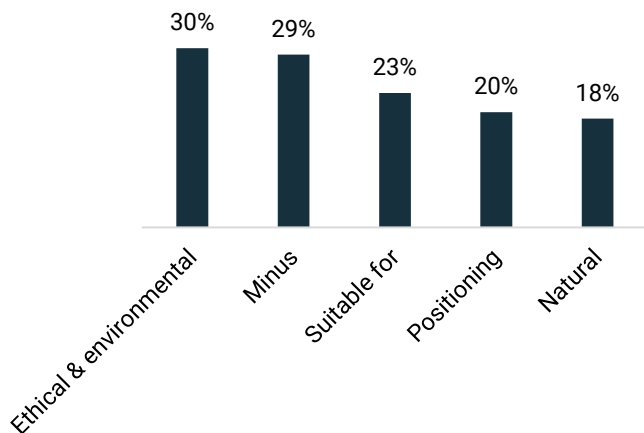
The Moroccan dairy sector is expected to grow from €1.63 billion in 2019 to €1.91 billion by 2024, at a CAGR of 3.2%. In volume terms, the sector is expected to increase from 1.11 billion Kg in 2019 to 1.13 billion Kg by 2024, registering a CAGR of 0.3%.

Per capita consumption of dairy in Morocco stood at 30.9Kg in 2019 and is expected to decline to 30.0Kg by 2024. Per capita expenditure stood at €45.3 in 2019 and is expected to reach €50.6 by 2024. (GlobalData, 2021)

New Product Development Analysis

12% of food products launched in Morocco in 2020 were Dairy products.

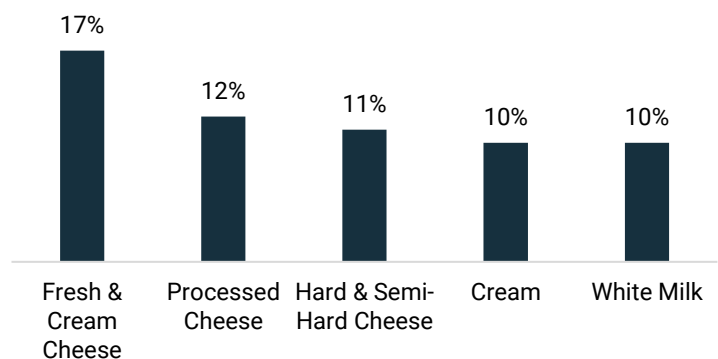
Top 5 Claim Categories in Dairy product launches, 2020



Almost a third of the dairy products launched in 2020, in Morocco, featured the 'Eco-friendly Package' claim, from the 'Ethical & environmental' category. The 'Minus' category also saw a lot of activity, mainly due to the 'Low/No/Reduced Fat' claim. The 'Gluten Free' claim pushed the 'Suitable for' category.

The sub-category that registered the most launches in 2020 was the 'Fresh & Cream Cheese'. The 'Processed Cheese' sub-category saw a share of 12% of products.

Top 5 Sub-Categories in Dairy product launches



This spreadable product is made with skimmed pasteurised cow's milk and retails in a partly recyclable 150g pack



This product is rich in calcium, contains 63% fat in dry matter, and is said to feature a fresh and unique flavour thanks to a generous cream content.



This pressed cooked cheese is made with French milk and retails in a 250g pack featuring the Facebook logo.



THE MOROCCAN CONSUMER



26%

of Moroccan consumers typically include dairy products in their diet as a protein source (2019)

15%

of Moroccan consumers are trying to limit/moderate their consumption of dairy products (2019)

(GlobalData, 2021)

A GLOBAL LOOK INTO THE FUTURE

CHEESE

Serious about sustainability: Some consumers claim that environmental concerns have caused them to limit their consumption of cheese. Cheese brands need to address consumers' concerns by implementing and communicating on measurable, science-backed initiatives that help renew the resources they use and offset the environmental impact of their production.

BUTTER

Fats can be part of a healthy lifestyle: Consumer interest in foods with inherent nutritional benefits suggests that butters, spreads and oils producers should more overtly flag up the respective health benefits eg healthy omega-3 fats, antioxidant-rich Gac oil.

DAIRY DRINKS

Explore the links between gut health and immunity: Dairy drinks continue to innovate around digestive health benefits, but the COVID-19 outbreak has brought new significance to the link between digestive health and immunity. Brands are also innovating around other nutrients that support overall health eg vitamin D and protein.

YOGURT

Cater to current health and diet trends: Yogurt brands should adapt recipes to reflect current health trends, including plant-based recipes and low-sugar/high-protein formulations. This will enable brands to stay relevant with consumers' holistic health and wellness goals.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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