Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)	Published by: Datamonitor	Single user price: $495.00
Product Code: DBCM5716	Published on: 31 December 2009	Multi-user price: $1237.50

This databook provides key data and information on the ready meals market in Morocco. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope of this research

- Contains information on four categories: frozen ready meals, canned ready meals, chilled ready meals and dried ready meals
- Market,category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data
- Category level company and brand share as well as distribution share information for 2007 and 2008
- Review of the top two companies within the ready meals market, including company overview, key facts and business description

Research and analysis highlights

The market for ready meals in Morocco increased at a compound annual growth rate of 4.3% between 2003 and 2008.

The frozen ready meals category led the ready meals market in Morocco, accounting for a share of 70.6%.

The frozen ready meals category led the ready meals market in Morocco, accounting for a share of 70.6%.

Key reasons to purchase this research

- Develop business strategies by understanding the quantitative trends within the ready meals market in Morocco
- Design effective marketing and sales strategies by identifying key market categories and segments
- Identify key players within the market to plan lucrative M&A, partnerships and agreements

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)
Product Code: DBCM5716
Published by: Datamonitor
Published on: 31 December 2009
Single user price: $495.00
Multi-user price: $1237.50

Table of contents

EXECUTIVE SUMMARY
- Summary market level: ready meals
  - Market value
  - Market value forecast
  - Market volume
  - Market volume forecast
  - Market segmentation
  - Market share
- Summary category level: canned ready meals
  - Market value
  - Market value forecast
  - Market volume
  - Market volume forecast
  - Market segmentation
- Summary category level: chilled ready meals
  - Market value
  - Market value forecast
  - Market volume
  - Market volume forecast
  - Market segmentation
- Summary category level: dried ready meals
  - Market value
  - Market value forecast
  - Market volume
  - Market volume forecast
  - Market share
- Summary category level: frozen ready meals
  - Market value
  - Market value forecast
  - Market volume
  - Market volume forecast
  - Market segmentation

INTRODUCTION
- What is this report about?
- How to use this report
- Market definition

MARKET OVERVIEW
- Value analysis (Moroccan Dirham), 2003−08
- Value analysis (Moroccan Dirham), 2008−13
- Value analysis (US dollars), 2003−08

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)
Product Code: DBCM5716
Published by: Datamonitor
Published on: 31 December 2009
Single user price: $495.00
Multi-user price: $1237.50

Value analysis (US dollars), 2008−13
Volume analysis, 2003−08
Volume analysis, 2008−13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita
LEADING COMPANY PROFILES
Nestle S.A.
Kraft Foods, Inc.
CATEGORY ANALYSIS: CANNED READY MEALS
Value analysis (Moroccan Dirham), 2003−08
Value analysis (Moroccan Dirham), 2008−13
Value analysis (US dollars), 2003−08
Value analysis (US dollars), 2008−13
Volume analysis, 2003−08
Volume analysis, 2008−13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita
CATEGORY ANALYSIS: CHILLED READY MEALS
Value analysis (Moroccan Dirham), 2003−08
Value analysis (Moroccan Dirham), 2008−13
Value analysis (US dollars), 2003−08
Value analysis (US dollars), 2008−13
Volume analysis, 2003−08
Volume analysis, 2008−13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita
CATEGORY ANALYSIS: DRIED READY MEALS
Value analysis (Moroccan Dirham), 2003−08
Value analysis (Moroccan Dirham), 2008−13
Value analysis (US dollars), 2003−08
Value analysis (US dollars), 2008−13
Volume analysis, 2003−08
Volume analysis, 2008−13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita
CATEGORY ANALYSIS: FROZEN READY MEALS
Value analysis (Moroccan Dirham), 2003−08

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)
Product Code: DBCM5716
Published by: Datamonitor
Published on: 31 December 2009
Single user price: $495.00
Multi-user price: $1237.50

- Value analysis (Moroccan Dirham), 2008−13
- Value analysis (US dollars), 2003−08
- Value analysis (US dollars), 2008−13
- Volume analysis, 2003−08
- Volume analysis, 2008−13
- Company and brand share analysis
- Distribution analysis
- Expenditure and consumption per capita

COUNTRY COMPARISON
- Value
- Volume
- Market share

SOCIOECONOMIC PROFILE
- Country overview
- Key facts
- Political overview
- Economic overview

MACROECONOMIC PROFILE
- Macroeconomic indicators

RESEARCH METHODOLOGY
- Methodology overview
- Secondary research
- Market modeling
- Creating an initial data model
- Revising the initial data model
- Creating a final estimate
- Creating demographic value splits
- Primary research
- Data finalization
- Ongoing research

APPENDIX
- Future readings
- How to contact experts in your industry
- Disclaimer

TABLES
- Table: Ready meals category definitions
- Table: Ready meals distribution channels
- Table: Ready meals, Morocco, value by category (MADm), 2003−08
- Table: Ready meals, Morocco, value forecast by category (MADm), 2008−13
- Table: Ready meals, Morocco, value by category ($m), 2003−08
- Table: Ready meals, Morocco, value forecast by category ($m), 2008−13

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)
Product Code: DBCM5716
Published by: Datamonitor
Published on: 31 December 2009
Single user price: $495.00
Multi-user price: $1237.50

Table: Ready meals, Morocco, volume by category (kg, million), 2003−08
Table: Ready meals, Morocco, volume forecast by category (kg, million), 2008−13
Table: Ready meals, Morocco, brand share by value (%), 2007−08
Table: Ready meals, Morocco, value by brand (MADm), 2007−08
Table: Ready meals, Morocco, company share by value (%), 2007−08
Table: Ready meals, Morocco, value by company (MADm), 2007−08
Table: Ready meals, Morocco, distribution channels by value (%), 2007−08
Table: Ready meals, Morocco, value by distribution channel (MADm), 2007−08
Table: Ready meals, Morocco, expenditure per capita (MAD), 2003−08
Table: Ready meals, Morocco, forecast expenditure per capita (MAD), 2008−13
Table: Ready meals, Morocco, expenditure per capita ($), 2003−08
Table: Ready meals, Morocco, forecast expenditure per capita ($), 2008−13
Table: Ready meals, Morocco, consumption per capita (kg), 2003−08
Table: Ready meals, Morocco, forecast consumption per capita (kg), 2008−13
Table: Nestle S.A key facts
Table: Kraft Foods, Inc key facts
Table: Canned ready meals, Morocco, value by segment (MADm), 2003−08
Table: Canned ready meals, Morocco, value forecast by segment (MADm), 2008−13
Table: Canned ready meals, Morocco, value by segment ($m), 2003−08
Table: Canned ready meals, Morocco, value forecast by segment ($m), 2008−13
Table: Canned ready meals, Morocco, volume by segment (kg, million), 2003−08
Table: Canned ready meals, Morocco, volume forecast by segment (kg, million), 2008−13
Table: Canned ready meals, Morocco, brand share by value (%), 2007−08
Table: Canned ready meals, Morocco, value by brand (MADm), 2007−08
Table: Canned ready meals, Morocco, company share by value (%), 2007−08
Table: Canned ready meals, Morocco, value by company (MADm), 2007−08
Table: Canned ready meals, Morocco, distribution channels by value (%), 2007−08
Table: Canned ready meals, Morocco, value by distribution channel (MADm), 2007−08
Table: Canned ready meals, Morocco, expenditure per capita (MAD), 2003−08
Table: Canned ready meals, Morocco, forecast expenditure per capita (MAD), 2008−13
Table: Canned ready meals, Morocco, expenditure per capita ($), 2003−08
Table: Canned ready meals, Morocco, forecast expenditure per capita ($), 2008−13
Table: Canned ready meals, Morocco, consumption per capita (kg), 2003−08
Table: Canned ready meals, Morocco, forecast consumption per capita (kg), 2008−13
Table: Chilled ready meals, Morocco, value by segment (MADm), 2003−08
Table: Chilled ready meals, Morocco, value forecast by segment (MADm), 2008−13
Table: Chilled ready meals, Morocco, value by segment ($m), 2003−08
Table: Chilled ready meals, Morocco, value forecast by segment ($m), 2008−13
Table: Chilled ready meals, Morocco, volume by segment (kg, million), 2003−08
Table: Chilled ready meals, Morocco, volume forecast by segment (kg, million), 2008−13
Table: Chilled ready meals, Morocco, brand share by value (%), 2007−08

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)
Product Code: DBCM5716
Published by: Datamonitor
Published on: 31 December 2009
Single user price: $495.00
Multi-user price: $1237.50

Table: Chilled ready meals, Morocco, value by brand (MADm), 2007−08
Table: Chilled ready meals, Morocco, company share by value (%), 2007−08
Table: Chilled ready meals, Morocco, value by company (MADm), 2007−08
Table: Chilled ready meals, Morocco, distribution channels by value (%), 2007−08
Table: Chilled ready meals, Morocco, value by distribution channel (MADm), 2007−08
Table: Chilled ready meals, Morocco, expenditure per capita (MAD), 2003−08
Table: Chilled ready meals, Morocco, forecast expenditure per capita (MAD), 2008−13
Table: Chilled ready meals, Morocco, expenditure per capita ($), 2003−08
Table: Chilled ready meals, Morocco, forecast expenditure per capita ($), 2008−13
Table: Chilled ready meals, Morocco, consumption per capita (kg), 2003−08
Table: Chilled ready meals, Morocco, forecast consumption per capita (kg), 2008−13
Table: Dried ready meals, Morocco, value (MADm), 2003−08
Table: Dried ready meals, Morocco, value forecast (MADm), 2008−13
Table: Dried ready meals, Morocco, value ($m), 2003−08
Table: Dried ready meals, Morocco, value forecast ($m), 2008−13
Table: Dried ready meals, Morocco, volume (kg, million), 2003−08
Table: Dried ready meals, Morocco, volume forecast (kg, million), 2008−13
Table: Dried ready meals, Morocco, brand share by value (%), 2007−08
Table: Dried ready meals, Morocco, value by brand (MADm), 2007−08
Table: Dried ready meals, Morocco, company share by value (%), 2007−08
Table: Dried ready meals, Morocco, value by company (MADm), 2007−08
Table: Dried ready meals, Morocco, distribution channels by value (%), 2007−08
Table: Dried ready meals, Morocco, value by distribution channel (MADm), 2007−08
Table: Dried ready meals, Morocco, expenditure per capita (MAD), 2003−08
Table: Dried ready meals, Morocco, forecast expenditure per capita (MAD), 2008−13
Table: Dried ready meals, Morocco, expenditure per capita ($), 2003−08
Table: Dried ready meals, Morocco, forecast expenditure per capita ($), 2008−13
Table: Dried ready meals, Morocco, consumption per capita (kg), 2003−08
Table: Dried ready meals, Morocco, forecast consumption per capita (kg), 2008−13
Table: Frozen ready meals, Morocco, value by segment (MADm), 2003−08
Table: Frozen ready meals, Morocco, value forecast by segment (MADm), 2008−13
Table: Frozen ready meals, Morocco, value by segment ($m), 2003−08
Table: Frozen ready meals, Morocco, value forecast by segment ($m), 2008−13
Table: Frozen ready meals, Morocco, volume by segment (kg, million), 2003−08
Table: Frozen ready meals, Morocco, volume forecast by segment (kg, million), 2008−13
Table: Frozen ready meals, Morocco, brand share by value (%), 2007−08
Table: Frozen ready meals, Morocco, value by brand (MADm), 2007−08
Table: Frozen ready meals, Morocco, company share by value (%), 2007−08
Table: Frozen ready meals, Morocco, value by company (MADm), 2007−08
Table: Frozen ready meals, Morocco, distribution channels by value (%), 2007−08
Table: Frozen ready meals, Morocco, value by distribution channel (MADm), 2007−08

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)
Product Code: DBCM5716
Published by: Datamonitor
Published on: 31 December 2009
Single user price: $495.00
Multi-user price: $1237.50

Table: Frozen ready meals, Morocco, expenditure per capita (MAD), 2003−08
Table: Frozen ready meals, Morocco, forecast expenditure per capita (MAD), 2008−13
Table: Frozen ready meals, Morocco, expenditure per capita ($), 2003−08
Table: Frozen ready meals, Morocco, forecast expenditure per capita ($), 2008−13
Table: Frozen ready meals, Morocco, consumption per capita (kg), 2003−08
Table: Frozen ready meals, Morocco, forecast consumption per capita (kg), 2008−13
Table: Global ready meals market value, 2008
Table: Global ready meals market split (value terms ($m), 2008), top five countries
Table: Global ready meals market volume, 2008
Table: Global ready meals market split (volume terms, 2008), top five countries
Table: Leading players, top five countries
Table: Morocco key facts
Table: Morocco population, by age group, 2003−08 (millions)
Table: Morocco population forecast, by age group, 2008−13 (millions)
Table: Morocco population, by gender, 2003−08 (millions)
Table: Morocco population forecast, by gender, 2008−13 (millions)
Table: Morocco nominal GDP, 2003−08 (MADbn, nominal prices)
Table: Morocco nominal GDP forecast, 2008−13 (MADbn, nominal prices)
Table: Morocco real GDP, 2003−08 (MADbn, 2000 prices)
Table: Morocco real GDP forecast, 2008−13 (MADbn, 2000 prices)
Table: Morocco real GDP, 2003−08 ($bn, 2000 prices)
Table: Morocco real GDP forecast, 2008−13 ($bn, 2000 prices)
Table: Morocco consumer price index, 2003−08 (2000=100)
Table: Morocco consumer price index, 2008−13 (2000=100)
FIGURES
Figure: Ready meals, Morocco, value (MADm), 2003−13
Figure: Ready meals, Morocco, category growth comparison, by value, 2003−13
Figure: Ready meals, Morocco, volume (kg, million), 2003−13
Figure: Ready meals, Morocco, category growth comparison, by volume, 2003−13
Figure: Ready meals, Morocco, company share by value (%), 2007−08
Figure: Ready meals, Morocco, distribution channels by value (%), 2007−08
Figure: Canned ready meals, Morocco, value (MADm), 2003−13
Figure: Canned ready meals, Morocco, category growth comparison, by value, 2003−13
Figure: Canned ready meals, Morocco, volume (kg, million), 2003−13
Figure: Canned ready meals, Morocco, category growth comparison, by volume, 2003−13
Figure: Canned ready meals, Morocco, distribution channels by value (%), 2007−08
Figure: Chilled ready meals, Morocco, value (MADm), 2003−13
Figure: Chilled ready meals, Morocco, category growth comparison, by value, 2003−13
Figure: Chilled ready meals, Morocco, volume (kg, million), 2003−13
Figure: Chilled ready meals, Morocco, category growth comparison, by volume, 2003−13
Figure: Chilled ready meals, Morocco, distribution channels by value (%), 2007−08

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)
Product Code: DBCM5716
Published by: Datamonitor
Published on: 31 December 2009
Single user price: $495.00
Multi-user price: $1237.50

Figure: Dried ready meals, Morocco, value (MADm), 2003−13
Figure: Dried ready meals, Morocco, volume (kg, million), 2003−13
Figure: Dried ready meals, Morocco, company share by value (%), 2007−08
Figure: Dried ready meals, Morocco, distribution channels by value (%), 2007−08
Figure: Frozen ready meals, Morocco, value (MADm), 2003−13
Figure: Frozen ready meals, Morocco, category growth comparison, by value, 2003−13
Figure: Frozen ready meals, Morocco, volume (kg, million), 2003−13
Figure: Frozen ready meals, Morocco, category growth comparison, by volume, 2003−13
Figure: Frozen ready meals, Morocco, distribution channels by value (%), 2007−08
Figure: Global ready meals market split (value terms, 2008), top five countries
Figure: Global ready meals market value, 2003–08, top five countries
Figure: Global ready meals market split (volume terms, 2008), top five countries
Figure: Global ready meals market volume, 2003–08, top five countries
Figure: Map of Morocco
Figure: Annual data review process

Ready Meals in Morocco to 2013

Product Type: Databook ([unknown] pages)	Published by: Datamonitor	Single user price: $495.00
Product Code: DBCM5716	Published on: 31 December 2009	Multi-user price: $1237.50

YES, I WOULD LIKE TO PURCHASE NOW

Fax back this form to

+1 646 365 3362 (Americas) +61 2 8705 6901 (Asia Pacific) +44 20 7990 9988 (Europe)

Please select the licence type (learn more)

☐ $495.00 (Single user licence) ☐ $1237.50 (multi-user licence)

Complete your details

Title Mr ☐ Mrs ☐ Ms ☐

Name _____

Job Title _____

Department _____

Company _____

Address _____

State/Province _____

Country _____ Post Code/ZIP _____

Email _____

Tel _____ Fax _____

Please sign below to confirm your order

_____

Date _____

Complete payment details

☐ Tick here to confirm you wish to be invoiced for this item
Please supply purchase order number or enter N/A:

If you are an EU company (except UK) please supply your VAT / BTW/ MOMS / MWST/ IVA / FPA number

If you wish to pay by credit card please complete your purchase online
Or call us on:
+44 161 238 4085 (EU)
+61 2 8705 6900 (AP)
+1 212 686 7400 (US)
Please do not add any credit card details on this form

This product is delivered in electronic format. If you require hard copy format please contact us.
To view the terms and conditions related to the sale of this product please click here.