



**Euromonitor
International**

Baked Goods in Morocco

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Baked Goods in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Artisanal dominance of bread shapes baked goods' performance

INDUSTRY PERFORMANCE

Home-baking trend hinders bread's growth potential while cakes and pastries gain popularity as affordable indulgences

Packaged flat bread benefits from at-home sandwich making and growing interest in ethnic cuisines

WHAT'S NEXT?

Slow rise in demand amidst more stable price rises and wider distribution

Higher prices remain an obstacle to mass consumers although some consumers are looking for healthier variants

Packaged flat bread to continue to gain momentum

COMPETITIVE LANDSCAPE

Artisanal dominates the competitive landscape through proximity and familiarity

Best Biscuits Maroc leverages strong offer and low prices to win over consumers

CHANNELS

Traditional grocery retailers fit with the preference for artisanal baked goods

In-store bakeries gain popularity within modern grocery retailers

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Staple Foods in Morocco - Industry Overview

EXECUTIVE SUMMARY

Rising prices stimulate retail value sales as demand dips

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INDUSTRY PERFORMANCE

Economic pressures limit purchases of perceived non-essential staple foods

Fresh alternatives hamper the appeal of packaged options

Branded manufacturers look to price discounts to maintain affordability

WHAT'S NEXT?

Low consumer confidence to result in slight growth rates

Price-sensitivity to maintain home-baking trend

Brands to see strong competition from alternatives

COMPETITIVE LANDSCAPE

Artisanal players leverage proximity and consumer trust to dominate baked goods

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