



Euromonitor
International

Sauces, Dips and Condiments in Morocco

November 2025

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Sauces, Dips and Condiments in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and increase in number of working women fuels demand for convenient products

INDUSTRY PERFORMANCE

Convenience bolsters demand

Growing interest in Italian food boosts dry recipe sauces and pasta sauces

WHAT'S NEXT?

Replicating the fast food experience at home to boost the demand for Western-style table sauces

Shift to branded and packaged herbs and spices

Convenience factor to continue to gain weight in consumers' purchasing decisions

COMPETITIVE LANDSCAPE

VMM Maroc's strength lies in cooking and table sauces

Delicia brand benefits from affordability, pack size variety and wide distribution

CHANNELS

Proximity and being in tune with local consumers' needs favour small local grocers

Supermarkets penetrate small neighbourhoods to compete with small local grocers

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Cooking Ingredients and Meals in Morocco - Industry Overview

EXECUTIVE SUMMARY

Inflation intensifies price-sensitivity but demand for convenience bolsters volume sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflationary pressure besets cooking ingredients and meals

Consumers look for ways to economise

Soaring prices of olive oil and tomatoes lure consumers towards packaged products

WHAT'S NEXT?

Persistent economic pressure to depress consumer confidence

Price-sensitivity and quality and nutritional concerns to play roles in consumers' purchasing decisions
Branded players could suffer as price remains the determinant factor for many consumers

COMPETITIVE LANDSCAPE

Lesieur Cristal leads with a strong brand offer and investments in the business
Local players enjoy price advantages

CHANNELS

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Significant investment sees discounters add dynamism to the distribution landscape

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