



Euromonitor
International

Rice, Pasta and Noodles in Morocco

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2025 DEVELOPMENTS

Lower-income consumers limit purchases in tough economic conditions

INDUSTRY PERFORMANCE

Consumers favour unpackaged/loose over packaged rice and pasta

Dried pasta enjoys a competitive edge through convenience

WHAT'S NEXT?

Anticipated shift from unpackaged to packaged rice and pasta

Interest in foreign cuisines to lead to experimentation with pasta dishes

Pasta and rice to expand with the development of both economy and premium products

COMPETITIVE LANDSCAPE

Pasta player Dari Couspate consolidates overall leadership through competitive pricing and a strong distribution reach

Copralim leverages a wide and developing offer to gain retail value share

CHANNELS

Amenable small local grocers dominate rice and pasta distribution

Rapid store network expansion sees discounters gain momentum

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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

Local players enjoy competitive advantages

CHANNELS

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