



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Morocco

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Snacking and away-from-home consumption drives growth

Best Biscuits Maroc SA secures its leading position

Small local grocers was leading distribution channel

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Sweet biscuits set to enjoy further growth

Local players to intensify competition in fragmented landscape

Health trend to spur biscuit innovations

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-morocco/report.