



**Euromonitor
International**

Edible Oils in Morocco

November 2025

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Edible Oils in Morocco - Category analysis

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2025 DEVELOPMENTS

Olive oil benefits from more affordable options

INDUSTRY PERFORMANCE

Players look to keep prices affordable to stimulate demand

Packaged olive oil makes gains

WHAT'S NEXT?

Olive oil to continue to drive growth with an ongoing shift to bottled products

Argan oil gains popularity but challenges remain

Change in user habit to inform the performance of edible oils

COMPETITIVE LANDSCAPE

Lesieur Cristal leverages a wide portfolio and international weight to lead

Low prices boost the appeal of large and small brands and private label

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Supermarkets gain ground through expansion

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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

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