



**Euromonitor
International**

Staple Foods in Morocco

January 2026

Table of Contents

Staple Foods in Morocco

EXECUTIVE SUMMARY

Rising prices stimulate retail value sales as demand dips

KEY DATA FINDINGS

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

Traditional grocery retailers dominate but modern grocery formats gain traction

Discounters is emerging as a dynamic format in staple foods

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Morocco

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

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - Sales of Pastries by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Breakfast Cereals in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals remains an underdeveloped category

INDUSTRY PERFORMANCE

Marketing and product development push children's breakfast cereals

Higher nutritional value boosts the appeal of muesli and granola

WHAT'S NEXT?

Breakfast cereals to struggle to become mainstream

Players introduce healthier versions and small packs to pique consumer interest

Distribution limitations to persist

COMPETITIVE LANDSCAPE

Nestlé Maroc leads with a strong and developing portfolio and investment in distribution

Health-orientated options help the leading player to rebound in retail value share terms

CHANNELS

Small local grocers meet consumers' needs to dominate distribution

Supermarkets move closer to consumers to gain ground

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Processed Fruit and Vegetables in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth opportunities for processed fruit and vegetables

INDUSTRY PERFORMANCE

The shelf stable format enjoys wide acceptance

Convenience and affordability spur interest in frozen processed potatoes

WHAT'S NEXT?

Room for development and growth remains in processed fruit and vegetables

Frozen processed potatoes and vegetables to push faster growth in demand

Retail developments to improve the offer of frozen processed vegetables

COMPETITIVE LANDSCAPE

Copralim offers a wide range of products across price points to top the rankings

Private label is a strong and growing presence in processed fruit and vegetables

CHANNELS

Small local grocers maintain affordability to remain competitive

Supermarkets encroach on small local grocers' turf

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Processed Meat, Seafood and Alternatives To Meat in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Processed red meat continues to lose popularity amid health and wellness concerns

INDUSTRY PERFORMANCE

Processed seafood offers affordable and convenient alternatives to fresh seafood

Shelf stable seafood benefits from new product development and innovation

WHAT'S NEXT?

Processed seafood's dynamism to shape performance

Affordability to continue to boost the demand for processed seafood

Processed meat remains popular among lower-income consumers

COMPETITIVE LANDSCAPE

Conserveries Marocaines Doha leads with a wide and affordable range

Ignacio Gonzalez Montes leverages discounts to stimulate purchases of premium products

CHANNELS

Small local grocers dominate distribution through proximity and consumer-facing incentives

Supermarkets develop to compete better in terms of proximity and affordability

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

[Rice, Pasta and Noodles in Morocco](#)

KEY DATA FINDINGS

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

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
Table 69 - NBO Company Shares of Rice: % Value 2021-2025
Table 70 - LBN Brand Shares of Rice: % Value 2022-2025
Table 71 - NBO Company Shares of Pasta: % Value 2021-2025
Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025
Table 73 - NBO Company Shares of Noodles: % Value 2021-2025
Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
Table 76 - Distribution of Rice by Format: % Value 2020-2025
Table 77 - Distribution of Pasta by Format: % Value 2020-2025
Table 78 - Distribution of Noodles by Format: % Value 2020-2025
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-morocco/report.