Staple Foods in Morocco

January 2026

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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

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

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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

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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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

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Conserveries Marocaines Doha leads with a wide and affordable range

Ignacio Gonzalez Montes leverages discounts to stimulate purchases of premium products

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KEY DATA FINDINGS

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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

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