



Euromonitor
International

Meals and Soups in Morocco

November 2025

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Meals and Soups in Morocco - Category analysis

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2025 DEVELOPMENTS

Economic pressures encouraging some to opt for ready meals and soups rather than dining out

INDUSTRY PERFORMANCE

Mistrust over key categories limits consumer uptake

Busy consumers turn away from foodservice and towards convenience meals in retail outlets

WHAT'S NEXT?

The economic situation to engender push-pull effects

Limited demand for expensive ready meals

Soup leads but remains a small category

COMPETITIVE LANDSCAPE

Somafaco leverages its dominance of soup to drive meals and soups

Relative novelty and a wide range push Fripozio towards the fore

CHANNELS

Large modern grocery retailers cater to the main consumer base for meals and soups

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Cooking Ingredients and Meals in Morocco - Industry Overview

EXECUTIVE SUMMARY

Inflation intensifies price-sensitivity but demand for convenience bolsters volume sales

KEY DATA FINDINGS

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

Local players enjoy price advantages

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