



# Baked Goods in Morocco

January 2026

Table of Contents

## Baked Goods in Morocco - Category analysis

### 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 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Staple Foods in Morocco - Industry Overview

### 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 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## 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/baked-goods-in-morocco/report](http://www.euromonitor.com/baked-goods-in-morocco/report).