



Euromonitor  
International

# Breakfast Cereals in Morocco

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## Breakfast Cereals in Morocco - Category analysis

### 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

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Small local grocers meet consumers' needs to dominate distribution

Supermarkets move closer to consumers to gain ground

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Rising prices stimulate retail value sales as demand dips

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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

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