



Euromonitor
International

Sauces, Dips and Condiments in Morocco

November 2025

Table of Contents

Sauces, Dips and Condiments in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and increase in number of working women fuels demand for convenient products

INDUSTRY PERFORMANCE

Convenience bolsters demand

Growing interest in Italian food boosts dry recipe sauces and pasta sauces

WHAT'S NEXT?

Replicating the fast food experience at home to boost the demand for Western-style table sauces

Shift to branded and packaged herbs and spices

Convenience factor to continue to gain weight in consumers' purchasing decisions

COMPETITIVE LANDSCAPE

VMM Maroc's strength lies in cooking and table sauces

Delicia brand benefits from affordability, pack size variety and wide distribution

CHANNELS

Proximity and being in tune with local consumers' needs favour small local grocers

Supermarkets penetrate small neighbourhoods to compete with small local grocers

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 6 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 7 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 8 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 9 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 13 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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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

CHANNELS

Small local grocers dominate but supermarkets gain momentum

Significant investment sees discounters add dynamism to the distribution landscape

MARKET DATA

Table 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 19 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 20 - Penetration of Private Label by Category: % Value 2020-2025

Table 21 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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