



**Euromonitor
International**

Other Dairy in Morocco

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fromage frais and quark leads growth
Established players dominate amid emerging premium segment
Small local grocers lead distribution as modern retail formats gain traction

PROSPECTS AND OPPORTUNITIES

Demand will remain hindered by squeezed household budgets
Convenience trend will drive growth in fromage frais
Condensed/evaporated milk will remain a niche option

CATEGORY DATA

Table 1 - Sales of Other Dairy by Category: Volume 2020-2025
Table 2 - Sales of Other Dairy by Category: Value 2020-2025
Table 3 - Sales of Other Dairy by Category: % Volume Growth 2020-2025
Table 4 - Sales of Other Dairy by Category: % Value Growth 2020-2025
Table 5 - Sales of Cream by Type: % Value 2020-2025
Table 6 - NBO Company Shares of Other Dairy: % Value 2021-2025
Table 7 - LBN Brand Shares of Other Dairy: % Value 2022-2025
Table 8 - Distribution of Other Dairy by Format: % Value 2020-2025
Table 9 - Forecast Sales of Other Dairy by Category: Volume 2025-2030
Table 10 - Forecast Sales of Other Dairy by Category: Value 2025-2030
Table 11 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Morocco - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
Table 17 - Penetration of Private Label by Category: % Value 2020-2025
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/other-dairy-in-morocco/report.