



**Euromonitor  
International**

# Processed Fruit and Vegetables in Morocco

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## Processed Fruit and Vegetables in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong growth opportunities for processed fruit and vegetables

#### INDUSTRY PERFORMANCE

The shelf stable format enjoys wide acceptance

Convenience and affordability spur interest in frozen processed potatoes

#### WHAT'S NEXT?

Room for development and growth remains in processed fruit and vegetables

Frozen processed potatoes and vegetables to push faster growth in demand

Retail developments to improve the offer of frozen processed vegetables

#### COMPETITIVE LANDSCAPE

Copralim offers a wide range of products across price points to top the rankings

Private label is a strong and growing presence in processed fruit and vegetables

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Small local grocers maintain affordability to remain competitive

Supermarkets encroach on small local grocers' turf

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### EXECUTIVE SUMMARY

Rising prices stimulate retail value sales as demand dips

### KEY DATA FINDINGS

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-morocco/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-morocco/report).