



Euromonitor  
International

# Rice, Pasta and Noodles in Morocco

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Lower-income consumers limit purchases in tough economic conditions

### INDUSTRY PERFORMANCE

Consumers favour unpackaged/loose over packaged rice and pasta

Dried pasta enjoys a competitive edge through convenience

### WHAT'S NEXT?

Anticipated shift from unpackaged to packaged rice and pasta

Interest in foreign cuisines to lead to experimentation with pasta dishes

Pasta and rice to expand with the development of both economy and premium products

### COMPETITIVE LANDSCAPE

Pasta player Dari Couspate consolidates overall leadership through competitive pricing and a strong distribution reach

Copralim leverages a wide and developing offer to gain retail value share

### CHANNELS

Amenable small local grocers dominate rice and pasta distribution

Rapid store network expansion sees discounters gain momentum

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## 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

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