



Euromonitor
International

Fresh Food in Morocco

January 2026

Table of Contents

Fresh Food in Morocco

EXECUTIVE SUMMARY

Fresh food sales rise in 2025 despite economic headwinds

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Food prices rise as Morocco sees a drop in the local production of fresh foods

Affordability has a big impact on the fresh food market

Sales of nuts and pulses report robust growth

WHAT'S NEXT?

Sales of fresh food set to rise over the forecast period despite economic challenges

Focus on healthy eating should benefit some fresh food categories

Morocco's organic fresh food market positioned for expansion

CHANNELS

Small local grocers remain key to sales of fresh food in Morocco

Supermarkets and discounters investing in expansion plans

MARKET DATA

Table 1 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 4 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 6 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 9 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 10 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 11 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 12 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 13 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 14 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Eggs in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Eggs sales rise as consumers look for more affordable sources of protein

INDUSTRY PERFORMANCE

Eggs benefit from being seen as an affordable and versatile ingredient

Organic free-range eggs benefit from a healthier image

WHAT'S NEXT?

Eggs position as an affordable staple should support continued growth

Farmers set to turn to free-range and organic production to sustain profits

Summary 2 - Major Processors of Eggs 2025

CATEGORY DATA

Table 15 - Total Sales of Eggs: Total Volume 2020-2025

Table 16 - Total Sales of Eggs: % Total Volume Growth 2020-2025

Table 17 - Retail Sales of Eggs: Volume 2020-2025

Table 18 - Retail Sales of Eggs: % Volume Growth 2020-2025

Table 19 - Retail Sales of Eggs: Value 2020-2025

Table 20 - Retail Sales of Eggs: % Value Growth 2020-2025

Table 21 - Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2020-2025

Table 22 - Forecast Total Sales of Eggs: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Eggs: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Eggs: Volume 2025-2030

Table 25 - Forecast Retail Sales of Eggs: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Eggs: Value 2025-2030

Table 27 - Forecast Retail Sales of Eggs: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Fish and Seafood in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fish and seafood sees strong growth despite supply pressures

INDUSTRY PERFORMANCE

Demand for fish remains high but fewer fish are being caught

Fish farms seen as key to the market's future development

WHAT'S NEXT?

Slower growth predicted as fishing hauls decline and prices rise

Foodservice sales set for stronger growth as tourist numbers rise

Summary 3 - Major Processors of Fish and Seafood 2025

CATEGORY DATA

Table 28 - Total Sales of Fish and Seafood by Category: Total Volume 2020-2025

Table 29 - Total Sales of Fish and Seafood by Category: % Total Volume Growth 2020-2025

Table 30 - Retail Sales of Fish and Seafood by Category: Volume 2020-2025

Table 31 - Retail Sales of Fish and Seafood by Category: % Volume Growth 2020-2025

Table 32 - Retail Sales of Fish and Seafood by Category: Value 2020-2025

Table 33 - Retail Sales of Fish and Seafood by Category: % Value Growth 2020-2025

Table 34 - Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2020-2025

Table 35 - Forecast Total Sales of Fish and Seafood by Category: Total Volume 2025-2030

Table 36 - Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2025-2030

Table 37 - Forecast Retail Sales of Fish and Seafood by Category: Volume 2025-2030

Table 38 - Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2025-2030

Table 39 - Forecast Retail Sales of Fish and Seafood by Category: Value 2025-2030

Table 40 - Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Fruits in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite high demand sales continue to decline due to economic pressures

INDUSTRY PERFORMANCE

Price rises remain an obstacle to growth in 2025 but signs of improvement are seen

WHAT'S NEXT?

Focus on healthy eating should bring some stability to the market

Climate change seen as the key threat to growth

Summary 4 - Major Processors of Fruits 2025

CATEGORY DATA

Table 41 - Total Sales of Fruits by Category: Total Volume 2020-2025

Table 42 - Total Sales of Fruits by Category: % Total Volume Growth 2020-2025

Table 43 - Retail Sales of Fruits by Category: Volume 2020-2025

Table 44 - Retail Sales of Fruits by Category: % Volume Growth 2020-2025

Table 45 - Retail Sales of Fruits by Category: Value 2020-2025

Table 46 - Retail Sales of Fruits by Category: % Value Growth 2020-2025

Table 47 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2020-2025

Table 48 - Forecast Total Sales of Fruits by Category: Total Volume 2025-2030

Table 49 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2025-2030

Table 50 - Forecast Retail Sales of Fruits by Category: Volume 2025-2030

Table 51 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2025-2030

Table 52 - Forecast Retail Sales of Fruits by Category: Value 2025-2030

Table 53 - Forecast Retail Sales of Fruits by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meat in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price rises curb growth in meat sales

INDUSTRY PERFORMANCE

Supply shortages and price rises put pressure on the growth of red meat

Poultry seen as a healthier and more affordable option

WHAT'S NEXT?

Limited local supply and rising prices set to remain a barrier to growth

Poultry set to be the big winner from the red meat shortage

Summary 5 - Major Processors of Meat 2025

CATEGORY DATA

Table 54 - Total Sales of Meat by Category: Total Volume 2020-2025

Table 55 - Total Sales of Meat by Category: % Total Volume Growth 2020-2025

Table 56 - Retail Sales of Meat by Category: Volume 2020-2025

Table 57 - Retail Sales of Meat by Category: % Volume Growth 2020-2025

Table 58 - Retail Sales of Meat by Category: Value 2020-2025

Table 59 - Retail Sales of Meat by Category: % Value Growth 2020-2025

Table 60 - Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2020-2025

Table 61 - Forecast Sales of Meat by Category: Total Volume 2025-2030

- Table 62 - Forecast Sales of Meat by Category: % Total Volume Growth 2025-2030
- Table 63 - Forecast Retail Sales of Meat by Category: Volume 2025-2030
- Table 64 - Forecast Retail Sales of Meat by Category: % Volume Growth 2025-2030
- Table 65 - Forecast Retail Sales of Meat by Category: Value 2025-2030
- Table 66 - Forecast Retail Sales of Meat by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Nuts in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of nuts continue to enjoy strong growth in 2025

INDUSTRY PERFORMANCE

Nuts in high demand as a healthy and affordable snack
Peanuts remain the primary choice of nuts

WHAT'S NEXT?

Nuts set to benefit from their healthy profile
Price likely to remain a key determining factor in the choice of nuts
Summary 6 - Major Processors of Nuts 2025

CATEGORY DATA

- Table 67 - Total Sales of Nuts by Category: Total Volume 2020-2025
- Table 68 - Total Sales of Nuts by Category: % Total Volume Growth 2020-2025
- Table 69 - Retail Sales of Nuts by Category: Volume 2020-2025
- Table 70 - Retail Sales of Nuts by Category: % Volume Growth 2020-2025
- Table 71 - Retail Sales of Nuts by Category: Value 2020-2025
- Table 72 - Retail Sales of Nuts by Category: % Value Growth 2020-2025
- Table 73 - Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2020-2025
- Table 74 - Forecast Total Sales of Nuts by Category: Total Volume 2025-2030
- Table 75 - Forecast Total Sales of Nuts by Category: % Total Volume Growth 2025-2030
- Table 76 - Forecast Retail Sales of Nuts by Category: Volume 2025-2030
- Table 77 - Forecast Retail Sales of Nuts by Category: % Volume Growth 2025-2030
- Table 78 - Forecast Retail Sales of Nuts by Category: Value 2025-2030
- Table 79 - Forecast Retail Sales of Nuts by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Pulses in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

2025 is a good year for pulses

INDUSTRY PERFORMANCE

Sales of pulses benefit from affordability and improving supply chains
Pulses benefit from an image makeover

WHAT'S NEXT?

Affordability will remain key to the success of pulses
Competition from processed pulses likely to grow

Summary 7 - Major Processors of Pulses 2025

CATEGORY DATA

- Table 80 - Total Sales of Pulses by Category: Total Volume 2020-2025
- Table 81 - Total Sales of Pulses by Category: % Total Volume Growth 2020-2025
- Table 82 - Retail Sales of Pulses by Category: Volume 2020-2025
- Table 83 - Retail Sales of Pulses by Category: % Volume Growth 2020-2025
- Table 84 - Retail Sales of Pulses by Category: Value 2020-2025
- Table 85 - Retail Sales of Pulses by Category: % Value Growth 2020-2025
- Table 86 - Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2020-2025
- Table 87 - Forecast Total Sales of Pulses by Category: Total Volume 2025-2030
- Table 88 - Forecast Total Sales of Pulses by Category: % Total Volume Growth 2025-2030
- Table 89 - Forecast Retail Sales of Pulses by Category: Volume 2025-2030
- Table 90 - Forecast Retail Sales of Pulses by Category: % Volume Growth 2025-2030
- Table 91 - Forecast Retail Sales of Pulses by Category: Value 2025-2030
- Table 92 - Forecast Retail Sales of Pulses by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Starchy Roots in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Potatoes remain a staple of the Moroccan diet

INDUSTRY PERFORMANCE

All eyes on potatoes after a strong harvest year

Beetroot trending as a healthy and affordable ingredient

WHAT'S NEXT?

Potatoes set to remain a key component of the local diet

Climate change the main threat to the future of starchy roots

Summary 8 - Major Processors of Starchy Roots 2025

CATEGORY DATA

- Table 93 - Total Sales of Starchy Roots by Category: Total Volume 2020-2025
- Table 94 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2020-2025
- Table 95 - Retail Sales of Starchy Roots by Category: Volume 2020-2025
- Table 96 - Retail Sales of Starchy Roots by Category: % Volume Growth 2020-2025
- Table 97 - Retail Sales of Starchy Roots by Category: Value 2020-2025
- Table 98 - Retail Sales of Starchy Roots by Category: % Value Growth 2020-2025
- Table 99 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2020-2025
- Table 100 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2025-2030
- Table 101 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2025-2030
- Table 102 - Forecast Retail Sales of Starchy Roots by Category: Volume 2025-2030
- Table 103 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2025-2030
- Table 104 - Forecast Retail Sales of Starchy Roots by Category: Value 2025-2030
- Table 105 - Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sugar and Sweeteners in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Foodservice sales the growth engine for sugar and sweeteners in 2025

INDUSTRY PERFORMANCE

Retail sales in decline as consumers look to make healthier choices

Interest in organic sugar on the rise

WHAT'S NEXT?

Contrasting fortunes predicted for the retail and foodservice channels

Health conscious consumers could switch from white to brown sugar

Summary 9 - Major Processors of Sugar and Sweeteners 2025

CATEGORY DATA

Table 106 - Total Sales of Sugar and Sweeteners: Total Volume 2020-2025

Table 107 - Total Sales of Sugar and Sweeteners: % Total Volume Growth 2020-2025

Table 108 - Retail Sales of Sugar and Sweeteners: Volume 2020-2025

Table 109 - Retail Sales of Sugar and Sweeteners: % Volume Growth 2020-2025

Table 110 - Retail Sales of Sugar and Sweeteners: Value 2020-2025

Table 111 - Retail Sales of Sugar and Sweeteners: % Value Growth 2020-2025

Table 112 - Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2020-2025

Table 113 - Forecast Total Sales of Sugar and Sweeteners: Total Volume 2025-2030

Table 114 - Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2025-2030

Table 115 - Forecast Retail Sales of Sugar and Sweeteners: Volume 2025-2030

Table 116 - Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2025-2030

Table 117 - Forecast Retail Sales of Sugar and Sweeteners: Value 2025-2030

Table 118 - Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Vegetables in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of fresh vegetables benefit from a good harvest year in 2025

INDUSTRY PERFORMANCE

Fresh vegetables remain a key part of the local diet

Fresh maize sales decline while organic produce attracts more affluent consumers

WHAT'S NEXT?

Vegetables set for growth thanks to focus on healthy eating and record tourism

Challenges and opportunities ahead for the cultivation of fresh vegetables

Summary 10 - Major Processors of Vegetables 2025

CATEGORY DATA

Table 119 - Total Sales of Vegetables by Category: Total Volume 2020-2025

Table 120 - Total Sales of Vegetables by Category: % Total Volume Growth 2020-2025

Table 121 - Retail Sales of Vegetables by Category: Volume 2020-2025

Table 122 - Retail Sales of Vegetables by Category: % Volume Growth 2020-2025

Table 123 - Retail Sales of Vegetables by Category: Value 2020-2025

Table 124 - Retail Sales of Vegetables by Category: % Value Growth 2020-2025

Table 125 - Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2020-2025

Table 126 - Forecast Total Sales of Vegetables by Category: Total Volume 2025-2030

Table 127 - Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2025-2030

Table 128 - Forecast Retail Sales of Vegetables by Category: Volume 2025-2030

Table 129 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2025-2030

Table 130 - Forecast Retail Sales of Vegetables by Category: Value 2025-2030

Table 131 - Forecast Retail Sales of Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

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/fresh-food-in-morocco/report.