



# Edible Oils in Morocco

November 2025

Table of Contents

## Edible Oils in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Olive oil benefits from more affordable options

#### INDUSTRY PERFORMANCE

Players look to keep prices affordable to stimulate demand

Packaged olive oil makes gains

#### WHAT'S NEXT?

Olive oil to continue to drive growth with an ongoing shift to bottled products

Argan oil gains popularity but challenges remain

Change in user habit to inform the performance of edible oils

#### COMPETITIVE LANDSCAPE

Lesieur Cristal leverages a wide portfolio and international weight to lead

Low prices boost the appeal of large and small brands and private label

#### CHANNELS

Small local grocers cater to local needs

Supermarkets gain ground through expansion

#### CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils 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 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

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

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

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

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

Table 23 - 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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