



# Sweet Spreads in Morocco

November 2025

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## Sweet Spreads in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Maturity and health concerns impact sales

#### INDUSTRY PERFORMANCE

Changing consumer habits and parallel trade competition hamper the performance of sweet spreads  
Amlou's healthy image and a growing presence on retail shelves spur nut and seed based spreads

#### WHAT'S NEXT?

Rising health awareness to support the consumption of nut and seed based spreads and honey  
Shift to economy brands and private label anticipated in a tough economic situation  
Key review period trends to prove robust

#### COMPETITIVE LANDSCAPE

Nutella sees investment to extend its lead over the field  
Ferrero Morocco lowers prices to pique the interest of consumers

#### CHANNELS

Small local grocers continue to meet consumer needs in their communities  
Supermarkets encroach on small local grocers' spaces

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### 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

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Small local grocers dominate but supermarkets gain momentum

Significant investment sees discounters add dynamism to the distribution landscape

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