



# Staple Foods in Morocco

January 2026

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### **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

#### **CHANNELS**

Traditional grocery retailers dominate but modern grocery formats gain traction

Discounters is emerging as a dynamic format in staple foods

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### **KEY DATA FINDINGS**

#### **2025 DEVELOPMENTS**

Artisanal dominance of bread shapes baked goods' performance

#### **INDUSTRY PERFORMANCE**

Home-baking trend hinders bread's growth potential while cakes and pastries gain popularity as affordable indulgences

Packaged flat bread benefits from at-home sandwich making and growing interest in ethnic cuisines

## WHAT'S NEXT?

Slow rise in demand amidst more stable price rises and wider distribution

Higher prices remain an obstacle to mass consumers although some consumers are looking for healthier variants

Packaged flat bread to continue to gain momentum

## COMPETITIVE LANDSCAPE

Artisanal dominates the competitive landscape through proximity and familiarity

Best Biscuits Maroc leverages strong offer and low prices to win over consumers

## CHANNELS

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## KEY DATA FINDINGS

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Breakfast cereals remains an underdeveloped category

### INDUSTRY PERFORMANCE

Marketing and product development push children's breakfast cereals

Higher nutritional value boosts the appeal of muesli and granola

## WHAT'S NEXT?

Breakfast cereals to struggle to become mainstream

Players introduce healthier versions and small packs to pique consumer interest

Distribution limitations to persist

## COMPETITIVE LANDSCAPE

Nestlé Maroc leads with a strong and developing portfolio and investment in distribution

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Processed Fruit and Vegetables in Morocco

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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

#### CHANNELS

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Processed red meat continues to lose popularity amid health and wellness concerns

### INDUSTRY PERFORMANCE

Processed seafood offers affordable and convenient alternatives to fresh seafood

Shelf stable seafood benefits from new product development and innovation

### WHAT'S NEXT?

Processed seafood's dynamism to shape performance

Affordability to continue to boost the demand for processed seafood

Processed meat remains popular among lower-income consumers

### COMPETITIVE LANDSCAPE

Conserveries Marocaines Doha leads with a wide and affordable range

Ignacio Gonzalez Montes leverages discounts to stimulate purchases of premium products

### CHANNELS

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### COUNTRY REPORTS DISCLAIMER

[Rice, Pasta and Noodles in Morocco](#)

## 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  
Coralim leverages a wide and developing offer to gain retail value share

## CHANNELS

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