



Staple Foods in Morocco

January 2026

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Staple Foods in Morocco

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

MARKET DATA

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Baked Goods in Morocco

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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

Traditional grocery retailers fit with the preference for artisanal baked goods

In-store bakeries gain popularity within modern grocery retailers

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[Breakfast Cereals in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Health-orientated options help the leading player to rebound in retail value share terms

CHANNELS

Small local grocers meet consumers' needs to dominate distribution

Supermarkets move closer to consumers to gain ground

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Small local grocers maintain affordability to remain competitive

Supermarkets encroach on small local grocers' turf

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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

Small local grocers dominate distribution through proximity and consumer-facing incentives

Supermarkets develop to compete better in terms of proximity and affordability

CATEGORY DATA

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[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
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

CATEGORY DATA

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