



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Morocco

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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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Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Morocco - Industry Overview

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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