

Staple Foods in Morocco

Market Direction | 2022-11-17 | 66 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The Moroccan economy has been negatively impacted by the fallout from the COVID-19 pandemic, including higher unemployment which has resulted in lower disposable incomes. Since most Moroccans have become price sensitive during the harsh economic conditions, they are constantly lured by low prices and discount offers - which favours sales of cheap domestic brands. Within this environment, the parallel market of unpackaged loose products continues also to gain a foothold in Morocco, thus categorie...

Euromonitor International's Staple Foods in Morocco report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Staple Foods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Staple Foods in Morocco
Euromonitor International
November 2022

List Of Contents And Tables

STAPLE FOODS IN MOROCCO

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2017-2022

Table 2 Sales of Staple Foods by Category: Value 2017-2022

Table 3 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 4 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 6 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Staple Foods by Format: % Value 2017-2022

Table 9 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 10 □Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Poor harvest in 2021: Manufacturers having to import cereals from abroad

Bread-based meals become popular as budgets tighten in 2022.

Unpackaged products see strong growth in 2022

In-store bakeries fare well, as they are perceived as offering fresh produce

PROSPECTS AND OPPORTUNITIES

Unpackaged baked goods to drive volume growth over forecast period

Increasing unit prices to threaten growth over forecast period.

Cereals set to see challenges ahead

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 14 Sales of Baked Goods by Category: Value 2017-2022

Table 15 Sales of Baked Goods by Category: % Volume Growth 2017-2022

Table 16 Sales of Baked Goods by Category: % Value Growth 2017-2022

Table 17 Sales of Pastries by Type: % Value 2017-2022

Table 18 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 19 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 20 Distribution of Baked Goods by Format: % Value 2017-2022

Table 21 Forecast Sales of Baked Goods by Category: Volume 2022-2027

Table 22 □Forecast Sales of Baked Goods by Category: Value 2022-2027

Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

BREAKFAST CEREALS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Manufacturers try to change habits towards higher consumption of cereals

Moderate retail volume growth due to high prices; foodservice fares better

Imported brands from Nestle and Kellogg dominate breakfast cereals

PROSPECTS AND OPPORTUNITIES

Modest growth expected over forecast period, with high prices to stifle growth

Sales curtailed by limited availability and interest.

Family breakfast cereals expected to underperform due to ongoing economic uncertainty, with children's cereals left as the saving grace

CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 26 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 31 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Processed meat, seafood and alternatives to meat lacks innovation, yet still holds some audience appeal

Processed seafood benefits from hygiene concerns regarding "fresh" fish/seafood and the rising popularity of tuna

Intense competition forces players to diversify, with the introduction of healthy brands popular and price points remaining important

PROSPECTS AND OPPORTUNITIES

Good retail volume growth for seafood expected over the forecast period

Time constraints push consumers to find quick meal alternatives

Processed meat to see modest retail volume growth

CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022

Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2017-2022

Table 45 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022

Table 46 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022

Table 47 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2017-2022

Table 48 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027

Table 49 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

PROCESSED FRUIT AND VEGETABLES IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shelf stable processed vegetables continues to lead in volume terms

Improvements in cold storage facilities required to drive opportunities for chilled and frozen variants

Damandis SA grows its lead in a fragmented category, with private label Marjane also seeing increased shares

PROSPECTS AND OPPORTUNITIES

Underdevelopment of category means good future potential for expansion.

Consumer demand for convenience and working women likely to push sales

Challenges and opportunities seen for the forecast period ahead

CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022

Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2017-2022

Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022

Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022

Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2017-2022

Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022

Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022

Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2017-2022

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027

Table 59 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027

Table 60 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027

Table 61 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

RICE, PASTA AND NOODLES IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales modest as low-income consumers switch back to cheaper bread-based diets

Pasta players keep prices to a minimum to broaden appeal to price-sensitive consumers

Sales in noodles limited to urban areas, with a lack of product ranges available

PROSPECTS AND OPPORTUNITIES

Players to tap into increasing polarisation between upper- and lower-income consumers

Pasta and rice to be boosted by growing interest in foreign cuisine

Moroccan players to benefit as they offer lower prices

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2017-2022

Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2017-2022

Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2017-2022

Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2017-2022

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2017-2022

Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2022

Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2019-2022

Table 69 NBO Company Shares of Rice: % Value 2018-2022

Table 70 LBN Brand Shares of Rice: % Value 2019-2022

Table 71 □NBO Company Shares of Pasta: % Value 2018-2022

Table 72 □LBN Brand Shares of Pasta: % Value 2019-2022

Table 73 □NBO Company Shares of Noodles: % Value 2018-2022

Table 74 □LBN Brand Shares of Noodles: % Value 2019-2022

Table 75 □Distribution of Rice, Pasta and Noodles by Format: % Value 2017-2022

Table 76 □Distribution of Rice by Format: % Value 2017-2022

Table 77 □Distribution of Pasta by Format: % Value 2017-2022

Table 78 □Distribution of Noodles by Format: % Value 2017-2022

Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2022-2027

Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2022-2027

Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2022-2027

Table 82 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Staple Foods in Morocco

Market Direction | 2022-11-17 | 66 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com