

Morocco Fruits and Vegetables Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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Report description:

The Moroccan fruits and vegetables market is anticipated to witness a CAGR of 5.5% during the forecast period 2022-2027. Morocco successfully controlled the outbreak of COVID-19 initially in 2020 after declaring a national health emergency, closing its borders, and calling for mandatory confinement. Morocco's trade balances, including fresh fruits and vegetables, were negatively impacted by the containment measures, reduced global demand resulting from the pandemic, harsh drought conditions, and a drop in major exports. In the short term, since the main trading partner of Morocco for fruits and vegetables, the European Union, is likely to face a recession, trade is unlikely to bounce back immediately. Also, as cases continue to rise, shutdowns are expected to significantly impact the local supply chain of fruits and vegetables, leading to an explosive price hike in the future. Hence, the fruits and vegetable market is expected to observe a massive influence of the COVID-19 pandemic in 2021.

The growing demand for fresh fruits and vegetables owing to an increase in consumer awareness of healthier alternatives, growing economy, growing organic production in the country, increased focus on fresh produce exports, and increasing fresh produce production from modern agriculture practices, including greenhouses and vertical farming, are some of the factors expected to drive the market growth over the forecast period. In Morocco, the consumption of healthier food is on the rise. More people in the country are shifting toward micronutrient-rich foods over animal-based diets. This change in dietary habits may be attributed to the increasing health awareness in the country. Further, the rising incomes and growing economy are expected to boost the demand for fresh fruits and vegetables significantly over the coming years. However, some factors such as unfavorable and unpredictable weather conditions in the country and crop losses due to pests and diseases are expected to restrain the market growth during the forecast period.

Morocco Fruits & Vegetables Market Trends

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Increased Focus on Fresh Produce Exports

Over the years, the country has worked hard to retain its position as the leading exporter of high-quality fresh fruits and vegetables globally. Exports of fresh produce have increased dramatically over the years, with fruits accounting for around 95% of exported fresh goods. The country currently exports over 50 types of fruits and vegetables, including citrus fruits, tomatoes, green beans, zucchini, pumpkins, berries, etc. Citrus fruits and tomatoes lead in the exports of fresh produce, together occupying the major share of the market.

As per the FAOSTAT, the country's production of citrus fruits stood at 2.6 million ton in 2019. Among citrus fruits, about 34% of the total production is exported, while the remaining 66% is consumed locally. The production volume of tomatoes was recorded at 1.3 million ton in the same year. The European Union and Russia have remained the leading destinations of fresh produce exports from the country. The country is currently planning to diversify its exports to supply countries in the Middle-Eastn region.

Increasing Organic Production in the Country

Organic production of fruits and vegetables, in terms of area, production, and exports, has significantly increased in Morocco over the years. According to FiBL statistics, organic farmland area amounted to 9.91 thousand hectares in 2019.

The Moroccan Association of Organic Production Chain Value (AMABIO) was created in 2010 to boost the consumption of Moroccan organic production both domestically and internally. In 2011, the government and AMABIO signed a program contract for up to 2020 for the development of the organic sector, with an investment of EUR 100 million. The program had scheduled funds up to EUR 6.25 million until 2020 for research and development. The Ministry of Agriculture and Fisheries, Morocco, further supports organic growers with subsidies for agricultural inputs and equipment such as drip irrigation. The EU is the main destination market for the organic produce sector. France, Germany, and Switzerland are the major export destinations for organic produce, such as citrus fruits.

Morocco Fruits & Vegetables Market Competitor Analysis

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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