

Fresh Food in Morocco

Market Direction | 2025-01-22 | 71 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1225.00
- Multiple User License (1 Site) €2450.00
- Multiple User License (Global) €3675.00

Report description:

In 2024, fresh food in Morocco experienced a modest increase in total volume, rising by just 1%. Morocco's GDP saw modest growth, rising to 2.4% in 2023 and 3.3% in 2024. However, the geopolitical situation in Europe, particularly the ongoing war in Ukraine, continued to drive up global energy and raw material prices. Consequently, national food and energy prices increased, with an inflation rate of 6.2% in 2023. As a result of these mounting pressures on the cost of living and a decline in agri...

Euromonitor International's Fresh Food in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2020-2024, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Fresh Food 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, 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Fresh Food in Morocco
Euromonitor International
January 2025

List Of Contents And Tables

FRESH FOOD IN MOROCCO

EXECUTIVE SUMMARY

Fresh food in 2024: The big picture

2024 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 1 Total Sales of Fresh Food by Category: Total Volume 2019-2024

Table 2 Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024

Table 3 Retail Sales of Fresh Food by Category: Volume 2019-2024

Table 4 Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024

Table 5 Retail Sales of Fresh Food by Category: Value 2019-2024

Table 6 Retail Sales of Fresh Food by Category: % Value Growth 2019-2024

Table 7 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024

Table 8 Retail Distribution of Fresh Food by Format: % Volume 2019-2024

Table 9 Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029

Table 10 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2024-2029

Table 11 □Forecast Retail Sales of Fresh Food by Category: Volume 2024-2029

Table 12 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2024-2029

Table 13 □Forecast Retail Sales of Fresh Food by Category: Value 2024-2029

Table 14 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

MEAT IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation drives up red meat prices, while the government implements measures to ensure a steady supply of beef

Poultry sales benefit from affordable prices compared to other meat options

Modest growth for lamb, mutton, and goat as high price points reduce sales

PROSPECTS AND OPPORTUNITIES

Growth for meat is anticipated to be modest, challenged by high price points

There will continue to be limited prospects for pork consumption in Morocco

Poultry is expected to see the strongest performance, benefiting from an ongoing migration away from red meat

Summary 2 Major Processors of Meat 2024

CATEGORY DATA

Table 15 Total Sales of Meat by Category: Total Volume 2019-2024

Table 16 Total Sales of Meat by Category: % Total Volume Growth 2019-2024

Table 17 Retail Sales of Meat by Category: Volume 2019-2024

Table 18 Retail Sales of Meat by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 Retail Sales of Meat by Category: Value 2019-2024

Table 20 Retail Sales of Meat by Category: % Value Growth 2019-2024

Table 21 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2019-2024

Table 22 Forecast Sales of Meat by Category: Total Volume 2024-2029

Table 23 Forecast Sales of Meat by Category: % Total Volume Growth 2024-2029

Table 24 □Forecast Retail Sales of Meat by Category: Volume 2024-2029

Table 25 □Forecast Retail Sales of Meat by Category: % Volume Growth 2024-2029

Table 26 □Forecast Retail Sales of Meat by Category: Value 2024-2029

Table 27 □Forecast Retail Sales of Meat by Category: % Value Growth 2024-2029

FISH AND SEAFOOD IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced catch volumes lead to an increase in prices for fish and seafood

Crustaceans record strong results, driven by rising sales of frozen prawns

Price rises in 2024 lead consumers to migrate to cheaper, more affordable fish

PROSPECTS AND OPPORTUNITIES

The rising health and wellness trend is expected to continue benefiting sales

Foodservice growth is expected to outpace retail growth as seafood restaurants expand

There is potential for increased consumption and local production over the forecast period

Summary 3 Major Processors of Fish and Seafood 2024

CATEGORY DATA

Table 28 Total Sales of Fish and Seafood by Category: Total Volume 2019-2024

Table 29 Total Sales of Fish and Seafood by Category: % Total Volume Growth 2019-2024

Table 30 Retail Sales of Fish and Seafood by Category: Volume 2019-2024

Table 31 Retail Sales of Fish and Seafood by Category: % Volume Growth 2019-2024

Table 32 Retail Sales of Fish and Seafood by Category: Value 2019-2024

Table 33 Retail Sales of Fish and Seafood by Category: % Value Growth 2019-2024

Table 34 Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2019-2024

Table 35 Forecast Total Sales of Fish and Seafood by Category: Total Volume 2024-2029

Table 36 Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2024-2029

Table 37 □Forecast Retail Sales of Fish and Seafood by Category: Volume 2024-2029

Table 38 □Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2024-2029

Table 39 □Forecast Retail Sales of Fish and Seafood by Category: Value 2024-2029

Table 40 □Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2024-2029

PULSES IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local producers migrate away from pulse crops to more profitable alternatives

Lentils remain affordable while being a common feature in consumers' meals

Climate change and drought impact local cultivation of pulses

PROSPECTS AND OPPORTUNITIES

Both affordability and traditional Moroccan cuisine is set to drive growth for pulses over the forecast period

Other pulses are set to continue recording strong growth

Changing lifestyles and demand for convenience may challenge sales over the forecast period

Summary 4 Major Processors of Pulses 2024

CATEGORY DATA

Table 41 Total Sales of Pulses by Category: Total Volume 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 42 Total Sales of Pulses by Category: % Total Volume Growth 2019-2024
 Table 43 Retail Sales of Pulses by Category: Volume 2019-2024
 Table 44 Retail Sales of Pulses by Category: % Volume Growth 2019-2024
 Table 45 Retail Sales of Pulses by Category: Value 2019-2024
 Table 46 Retail Sales of Pulses by Category: % Value Growth 2019-2024
 Table 47 Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2019-2024
 Table 48 Forecast Total Sales of Pulses by Category: Total Volume 2024-2029
 Table 49 Forecast Total Sales of Pulses by Category: % Total Volume Growth 2024-2029
 Table 50 □Forecast Retail Sales of Pulses by Category: Volume 2024-2029
 Table 51 □Forecast Retail Sales of Pulses by Category: % Volume Growth 2024-2029
 Table 52 □Forecast Retail Sales of Pulses by Category: Value 2024-2029
 Table 53 □Forecast Retail Sales of Pulses by Category: % Value Growth 2024-2029

VEGETABLES IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prices of vegetables surge locally, challenging total volume sales in 2024
 Tomato production in Morocco declines, impacted by weather disruptions
 Domestic onion consumption declines due to higher prices in 2024

PROSPECTS AND OPPORTUNITIES

Growth is expected to benefit from a rise in healthier home cooking
 Vegetable prices are expected to continue rising across the forecast period
 Staple and affordable vegetables that are central to Moroccan cuisine are expected to perform well

Summary 5 Major Processors of Vegetables 2024

CATEGORY DATA

Table 54 Total Sales of Vegetables by Category: Total Volume 2019-2024
 Table 55 Total Sales of Vegetables by Category: % Total Volume Growth 2019-2024
 Table 56 Retail Sales of Vegetables by Category: Volume 2019-2024
 Table 57 Retail Sales of Vegetables by Category: % Volume Growth 2019-2024
 Table 58 Retail Sales of Vegetables by Category: Value 2019-2024
 Table 59 Retail Sales of Vegetables by Category: % Value Growth 2019-2024
 Table 60 Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2019-2024
 Table 61 Forecast Total Sales of Vegetables by Category: Total Volume 2024-2029
 Table 62 Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2024-2029
 Table 63 □Forecast Retail Sales of Vegetables by Category: Volume 2024-2029
 Table 64 □Forecast Retail Sales of Vegetables by Category: % Volume Growth 2024-2029
 Table 65 □Forecast Retail Sales of Vegetables by Category: Value 2024-2029
 Table 66 □Forecast Retail Sales of Vegetables by Category: % Value Growth 2024-2029

STARCHY ROOTS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail volume growth driven by the rising demand and sales of potatoes
 Potatoes record strong foodservice volume growth, driven by the rise of food outlets
 Health attributes combine with affordability to drive sales of beetroot in 2024

PROSPECTS AND OPPORTUNITIES

Positive growth is anticipated, with retail sales driven by an uplift in home cooking
 Frozen processed potatoes are expected to benefit from the rising demand for convenience
 Consumers are expected to migrate from sweet potatoes to standard varieties

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Summary 6 Major Processors of Starchy Roots 2024

CATEGORY DATA

Table 67 Total Sales of Starchy Roots by Category: Total Volume 2019-2024

Table 68 Total Sales of Starchy Roots by Category: % Total Volume Growth 2019-2024

Table 69 Retail Sales of Starchy Roots by Category: Volume 2019-2024

Table 70 Retail Sales of Starchy Roots by Category: % Volume Growth 2019-2024

Table 71 Retail Sales of Starchy Roots by Category: Value 2019-2024

Table 72 Retail Sales of Starchy Roots by Category: % Value Growth 2019-2024

Table 73 Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2019-2024

Table 74 Forecast Total Sales of Starchy Roots by Category: Total Volume 2024-2029

Table 75 Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2024-2029

Table 76 □Forecast Retail Sales of Starchy Roots by Category: Volume 2024-2029

Table 77 □Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2024-2029

Table 78 □Forecast Retail Sales of Starchy Roots by Category: Value 2024-2029

Table 79 □Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2024-2029

FRUITS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weather conditions and rising price points challenge the domestic demand for fruits

Cost-effective fruit options gain ground as higher unit prices deter consumers

Climate challenges impact domestic supply as Morocco imports fresh fruits

PROSPECTS AND OPPORTUNITIES

Fruit consumption is predicted to see an ongoing decline as high prices and weather conditions challenge sales

Premium fruit options are set to lose ground as consumers migrate to affordable options

Demand for pineapple and kiwi is set to fall as prices remain high across the forecast period

Summary 7 Major Processors of Fruits 2024

CATEGORY DATA

Table 80 Total Sales of Fruits by Category: Total Volume 2019-2024

Table 81 Total Sales of Fruits by Category: % Total Volume Growth 2019-2024

Table 82 Retail Sales of Fruits by Category: Volume 2019-2024

Table 83 Retail Sales of Fruits by Category: % Volume Growth 2019-2024

Table 84 Retail Sales of Fruits by Category: Value 2019-2024

Table 85 Retail Sales of Fruits by Category: % Value Growth 2019-2024

Table 86 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2019-2024

Table 87 Forecast Total Sales of Fruits by Category: Total Volume 2024-2029

Table 88 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2024-2029

Table 89 □Forecast Retail Sales of Fruits by Category: Volume 2024-2029

Table 90 □Forecast Retail Sales of Fruits by Category: % Volume Growth 2024-2029

Table 91 □Forecast Retail Sales of Fruits by Category: Value 2024-2029

Table 92 □Forecast Retail Sales of Fruits by Category: % Value Growth 2024-2029

NUTS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of nuts rise as consumers reach for food that supports healthier diets

Social gatherings and festivals support the sales of nuts in Morocco

Lower priced imports are a challenge for domestic nut producers

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Ongoing growth is predicted for nuts as consumers reach for healthy snack and meal options
Ongoing growth is predicted for almonds, walnuts and peanuts, embraced as healthier impulse snacks
Nuts will be used in recipes for salads, baked goods, and traditional meals, driving sales

Summary 8 Major Processors of Nuts 2024

CATEGORY DATA

Table 93 Total Sales of Nuts by Category: Total Volume 2019-2024

Table 94 Total Sales of Nuts by Category: % Total Volume Growth 2019-2024

Table 95 Retail Sales of Nuts by Category: Volume 2019-2024

Table 96 Retail Sales of Nuts by Category: % Volume Growth 2019-2024

Table 97 Retail Sales of Nuts by Category: Value 2019-2024

Table 98 Retail Sales of Nuts by Category: % Value Growth 2019-2024

Table 99 Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2019-2024

Table 100 Forecast Total Sales of Nuts by Category: Total Volume 2024-2029

Table 101 Forecast Total Sales of Nuts by Category: % Total Volume Growth 2024-2029

Table 102 □Forecast Retail Sales of Nuts by Category: Volume 2024-2029

Table 103 □Forecast Retail Sales of Nuts by Category: % Volume Growth 2024-2029

Table 104 □Forecast Retail Sales of Nuts by Category: Value 2024-2029

Table 105 □Forecast Retail Sales of Nuts by Category: % Value Growth 2024-2029

EGGS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability and versatility drives total volume growth for eggs in 2024

Growing awareness of health and sustainability drives demand for organic eggs

Foodservice volume growth outperforms retail growth, with boiled eggs being a popular choice

PROSPECTS AND OPPORTUNITIES

Eggs are expected to continue benefiting from being a budget-friendly protein option

Free-range and organic eggs are set to drive up value sales across the forecast period

Strong tourism flows is expected to support the growth of eggs sales through foodservice

Summary 9 Major Processors of Eggs 2024

CATEGORY DATA

Table 106 Total Sales of Eggs: Total Volume 2019-2024

Table 107 Total Sales of Eggs: % Total Volume Growth 2019-2024

Table 108 Retail Sales of Eggs: Volume 2019-2024

Table 109 Retail Sales of Eggs: % Volume Growth 2019-2024

Table 110 Retail Sales of Eggs: Value 2019-2024

Table 111 Retail Sales of Eggs: % Value Growth 2019-2024

Table 112 Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2019-2024

Table 113 Forecast Total Sales of Eggs: Total Volume 2024-2029

Table 114 Forecast Total Sales of Eggs: % Total Volume Growth 2024-2029

Table 115 □Forecast Retail Sales of Eggs: Volume 2024-2029

Table 116 □Forecast Retail Sales of Eggs: % Volume Growth 2024-2029

Table 117 □Forecast Retail Sales of Eggs: Value 2024-2029

Table 118 □Forecast Retail Sales of Eggs: % Value Growth 2024-2029

SUGAR AND SWEETENERS IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

While health awareness challenges sugar sales, demand benefits from home cooking and baking

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Rising demand for hot drinks boosts sales of both sugar and sweeteners in 2024
Brown sugar and organic varieties align with rising health trends
PROSPECTS AND OPPORTUNITIES
Health trends are expected to shape consumer buying habits and challenge sales of sugar
Foodservice is predicted to outperform retail sales, bolstered by ongoing tourism
A steady rise for brown and organic sugar is expected, as consumers migrate to healthier choices
Summary 10 Major Processors of Sugar and Sweeteners 2024

CATEGORY DATA

Table 119 Total Sales of Sugar and Sweeteners: Total Volume 2019-2024

Table 120 Total Sales of Sugar and Sweeteners: % Total Volume Growth 2019-2024

Table 121 Retail Sales of Sugar and Sweeteners: Volume 2019-2024

Table 122 Retail Sales of Sugar and Sweeteners: % Volume Growth 2019-2024

Table 123 Retail Sales of Sugar and Sweeteners: Value 2019-2024

Table 124 Retail Sales of Sugar and Sweeteners: % Value Growth 2019-2024

Table 125 Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2019-2024

Table 126 Forecast Total Sales of Sugar and Sweeteners: Total Volume 2024-2029

Table 127 Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2024-2029

Table 128 □Forecast Retail Sales of Sugar and Sweeteners: Volume 2024-2029

Table 129 □Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2024-2029

Table 130 □Forecast Retail Sales of Sugar and Sweeteners: Value 2024-2029

Table 131 □Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2024-2029

Fresh Food in Morocco

Market Direction | 2025-01-22 | 71 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	€1225.00
	Multiple User License (1 Site)	€2450.00
	Multiple User License (Global)	€3675.00
		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="2026-02-08"/>
		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