

Morocco Couscous Market Growth Analysis Report - Market Size, Share, Forecast Trends and Outlook (2025-2034)

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Report description:

The Morocco couscous market increased at a CAGR of nearly 5.00% between the historical period of 2018-2024.

Growing Global Demand for Couscous Derived from Morocco to Aid the Market Growth

Morocco is one of the leading markets for couscous and is a major exporter of the product. The rising globalisation in tastes has also aided the growth of the couscous market in Morocco. Thus, the significant importers of couscous from Morocco include countries like the United States, Brazil, Canada, the United Kingdom, France, Spain, Italy, Japan, Russia, and Australia, among others.

In Morocco, the prevalent pattern of westernisation has majorly contributed to the introduction of newer and inventive recipes for couscous preparation. Over the past few years, the growing consumer health perception of high obesity rates has further increased the consumption of couscous, due to its low caloric value as well as high protein/fibre content. In addition, the growing demand for ready-to-eat food products, combined with the large availability of conventional, canned, frozen, and microwavable couscous variants throughout Moroccan retail channels, has also fuelled the market growth. The launch of flavoured and organic couscous products, reflecting the changing needs and preferences of the Moroccan population, is further projected to catalyse the market growth in the region.

Couscous: Market Segmentation

Couscous refers to a popular North African dish prepared using crushed and steamed durum wheat semolina granules. In addition, couscous is nutritious, quick, easy to prepare, tasty, versatile and comes with health statements including gluten-free and whole-grain meal.

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Based on thickness, the market can be categorised into:

- Fine Couscous
- Medium Couscous
- Thick Couscous

On the basis of SKUs, the industry can be segmented as follows:

- 1 Kg
- 5 Kg
- 25 Kg
- Others

Based on distribution channel, the market can be divided into the following:

- Supermarkets and Hypermarkets
- Convenience Stores
- Independent Retailers
- Online
- Others

Changing Food Habits to Aid the Growth of the Couscous Market in Morocco

The growing demand for couscous in Morocco is projected to increase due to the rising income of the middle-class population and the changing lifestyle. Owing to changes in food consumption habits, the demand for convenient food is growing, and the market growth of couscous is set to rise. It is also envisaged that the easy availability of raw materials like wheat, barley, rice, maize, and others, which are widely grown in almost all parts of the world, would further fuel the demand growth of couscous. The rising demand for gluten-free variants of the product with a high protein content among consumers is expected to increase the overall growth of the couscous market. These factors are expected to propel the growth of the couscous market in Morocco in the forecast period.

Key Industry Players in the Morocco Couscous Market

The report gives a detailed analysis of the following key players in the Morocco couscous market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Dari
- Forafric Group
- Zine Capital Invest Group
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

More Insights On

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