

Morocco Flexible Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Morocco Flexible Packaging Market Analysis

The Morocco flexible packaging market was valued at USD 2.0 billion in 2025 and estimated to grow from USD 2.08 billion in 2026 to reach USD 2.52 billion by 2031, at a CAGR of 3.92% during the forecast period (2026-2031). Rising industrial output, steady household spending, and trade flows that increasingly favor finished consumer products underpin this trajectory. Morocco's role as a bridge between Europe and sub-Saharan Africa keeps export-oriented converters focused on lightweight formats that reduce logistics costs. Regulatory moves toward circular waste management encourage material innovation, while capital spending by fertilizer, agri-food, and automotive clusters broadens end-market opportunities. Global players deepen local footprints through acquisitions and greenfield investments, but domestic converters leverage proximity, language alignment, and quick lead times to protect share.

Morocco Flexible Packaging Market Trends and Insights

Shift Toward Convenient Lightweight Packs in Modern Retail and E-commerce

Morocco's grocery landscape keeps tilting toward supermarkets and hypermarkets, stimulating demand for resealable pouches, doypacks, and other space-efficient options that improve shelf presentation and reduce transport weight. Nascent but fast-growing e-commerce channels magnify the need for protective, letterbox-friendly formats that minimize damage during last-mile delivery. Sachets and stick packs add affordability for single-serve seasonings, beverages, and personal-care items,

aligning with urban consumers' smaller basket sizes. Digital printing's quick changeover supports limited-edition runs that modern retailers use for cross-promotions and loyalty campaigns. Together, these factors explain the 5.83% CAGR forecast for sachet and stick-pack volumes through 2030.

Demand for Sustainable/Recyclable Solutions

The national ban on single-use plastic bags and the "Zero Mika" initiative accelerate material substitution toward mono-material laminates, paper-based wicket bags, and bio-sourced films. Converters adapt by integrating recycled polyethylene and by trialing nanocellulose composites derived from Alfa plant fibers, which enhance tensile modulus by 60% and cut water-vapor permeability by 8.6%. Global suppliers reinforce momentum-Amcor has pledged 30% recycled content across its portfolio by 2030, while Mondi is ramping kraft-paper capacity targeting North Africa. Extended Producer Responsibility (EPR) rules rolling out in six pilot cities further incentivize designs that enable collection, sortation, and domestic recycling.

Plastic-Waste Regulation and Compliance Costs

EPR fees, labeling mandates, and municipal collection targets raise operating costs for converters, especially smaller plants outside Casablanca that must retrofit lines for recyclable mono-materials. The coming 2026 EU restriction on plastic-waste exports to non-OECD countries could tighten regional availability of affordable recycled feedstock, pushing up virgin polymer imports. Urban landfills nearing capacity drive landfill levies, nudging brands toward lightweight formats but also squeezing margins when redesign expenses outpace savings.

Other drivers and restraints analyzed in the detailed report include:

Government-Backed Agri-food Processing ExpansionOCP Fertilizer Downstream Bagging SurgeShortage of Food-Grade PCR Resin

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Plastics maintained 64.55% Morocco flexible packaging market share in 2025, while biodegradable alternatives are forecast at a 5.96% CAGR through 2031. Polyethylene films remain ubiquitous across fertilizer sacks, horticulture liners, and snack pouches, supported by a steady supply through Tanger-Med container flows. BOPP and CPP grades gain traction in export-oriented food packs that must endure multi-day transit to European retailers.

Momentum behind cellulose-based papers and compostable starch films is rising as EPR schemes reward easily sortable substrates. Projects using Alfa-fiber nanocellulose illustrate domestic raw-material potential, dovetailing with Morocco's circular-economy blueprint. Mondi's new Steti kraft-paper machine will send part of its 210,000 tpa output to North African customers, bolstering regional paper availability. Over the forecast horizon, plastics will still anchor the Morocco flexible packaging market size, but policy pressure and retailer pledges are likely to trim their share modestly.

Bags and pouches represented 44.62% of 2025 revenue, reflecting the prevalence of 50-kg fertilizer valve sacks and stovetop-ready food pouches. Custom gusseted formats allow converters to serve both bulk and retail channels without major line changes. Films and wraps wrap industrial machinery, auto components, and fresh produce trays moving through MedPort Tangier's 5.2 million TEU gateway.

Sachets and stick packs, supported by fast line speeds and fast-curing solvent-free inks, are projected for a 5.61% CAGR growth. Single-use condiment sachets fit Morocco's quick-service eateries frequented by the record 14.6 million tourists in 2024.

Health-and-wellness powdered drinks, often positioned as immunity boosters, also favor stick formats that facilitate exact dosing. Digital presses' variable-data features enable batch traceability that regulators now expect across food and cosmetic lines.

The Morocco Flexible Packaging Market Report is Segmented by Material (Plastics, Paper, Metal Foil, and More), Product Type (Bags and Pouches, Films and Wraps, and More), End-User Industry (Food, Beverage, and More), Printing Technology (Flexography, Rotogravure, Digital Printing, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Amcor plc Mondi plc ALPLA Werke Alwin Lehner GmbH & Co KG Hotpack Packaging Industries LLC Altea Packaging SA Constantia Flexibles GmbH Sealed Air Corporation Huhtamaki Oyj Sonoco Products Company Winpak Ltd. Elopak ASA Societe Nouvelle Des Etablissements Manusac Compagnie Industrielle Des Fibres Unibag Maghreb Atlantic Packaging SA (Diana Holding) Afrimag Glue Almapack Flexipack SARL Unipack Morocco

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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