



**Euromonitor
International**

Cooking Ingredients and Meals in Morocco

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Cooking Ingredients and Meals in Morocco

EXECUTIVE SUMMARY

Inflation intensifies price-sensitivity but demand for convenience bolsters volume sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflationary pressure besets cooking ingredients and meals

Consumers look for ways to economise

Soaring prices of olive oil and tomatoes lure consumers towards packaged products

WHAT'S NEXT?

Persistent economic pressure to depress consumer confidence

Price-sensitivity and quality and nutritional concerns to play roles in consumers' purchasing decisions

Branded players could suffer as price remains the determinant factor for many consumers

COMPETITIVE LANDSCAPE

Lesieur Cristal leads with a strong brand offer and investments in the business

Local players enjoy price advantages

CHANNELS

Small local grocers dominate but supermarkets gain momentum

Significant investment sees discounters add dynamism to the distribution landscape

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Olive oil benefits from more affordable options

INDUSTRY PERFORMANCE

Players look to keep prices affordable to stimulate demand

Packaged olive oil makes gains

WHAT'S NEXT?

Olive oil to continue to drive growth with an ongoing shift to bottled products
Argan oil gains popularity but challenges remain
Change in user habit to inform the performance of edible oils

COMPETITIVE LANDSCAPE

Lesieur Cristal leverages a wide portfolio and international weight to lead
Low prices boost the appeal of large and small brands and private label

CHANNELS

Small local grocers cater to local needs
Supermarkets gain ground through expansion

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic pressures encouraging some to opt for ready meals and soups rather than dining out

INDUSTRY PERFORMANCE

Mistrust over key categories limits consumer uptake
Busy consumers turn away from foodservice and towards convenience meals in retail outlets

WHAT'S NEXT?

The economic situation to engender push-pull effects
Limited demand for expensive ready meals
Soup leads but remains a small category

COMPETITIVE LANDSCAPE

Somafaco leverages its dominance of soup to drive meals and soups
Relative novelty and a wide range push Fripozo towards the fore

CHANNELS

Large modern grocery retailers cater to the main consumer base for meals and soups
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2025 DEVELOPMENTS

Urbanisation and increase in number of working women fuels demand for convenient products

INDUSTRY PERFORMANCE

Convenience bolsters demand

Growing interest in Italian food boosts dry recipe sauces and pasta sauces

WHAT'S NEXT?

Replicating the fast food experience at home to boost the demand for Western-style table sauces

Shift to branded and packaged herbs and spices

Convenience factor to continue to gain weight in consumers' purchasing decisions

COMPETITIVE LANDSCAPE

VMM Maroc's strength lies in cooking and table sauces

Delicia brand benefits from affordability, pack size variety and wide distribution

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Sweet Spreads in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Maturity and health concerns impact sales

INDUSTRY PERFORMANCE

Changing consumer habits and parallel trade competition hamper the performance of sweet spreads

Amlou's healthy image and a growing presence on retail shelves spur nut and seed based spreads

WHAT'S NEXT?

Rising health awareness to support the consumption of nut and seed based spreads and honey

Shift to economy brands and private label anticipated in a tough economic situation

Key review period trends to prove robust

COMPETITIVE LANDSCAPE

Nutella sees investment to extend its lead over the field

Ferrero Morocco lowers prices to pique the interest of consumers

CHANNELS

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