



Euromonitor
International

Gum in Morocco

August 2026

Table of Contents

Gum in Morocco - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Local Players Expand Affordable Gum Formats to Outpace Rivals

Affordable Formats Drive Loyalty and Innovation in Daily Snacking

Chart 1 - Emsa Launches Additional Affordable Gum Formats

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Mint and Fruit Launches Expected to Win Youth as Price Drives Daily Choices

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Drives Share Gains through Innovation and Brand Strength

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Impulse Gum Purchases

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Gum

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Gum

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in Morocco - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Major Brands Focus on Affordable Snacking to Boost Growth

Chart 18 - Best Biscuits Strengthens Its Affordable Portfolio

Pingouin Expands Ice Cream into Family Snacking Occasions

Chart 19 - Pingouin Launches Family Tubs for Everyday Snacking

Affordable Multipacks and Local Flavours Reshape Snacking Choices

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Marjane and Carrefour to Leverage Multipacks in Effort to Capture Value-Driven Households

Value Positioning to Drive Biscuit Leadership as Ice Cream Accelerates

Chart 22 - Analyst Insight for Snacks

Local Brands Set to Tap Flavour and Health Innovation to Engage New Shoppers

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Sustains Lead by Blending Brand Strength and Local Reach

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Dominance by Meeting Daily Needs

Marjane and Carrefour Expand Online to Reach New Snack Buyers

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Low-Cost Format Innovation Defines Snacks Portfolio Development

Best Biscuits and Pingouin Anchor Format Innovation across Two Categories

Affordable Innovation Intensifies Competition and Adds Portfolio Complexity

ECONOMIC CONTEXT

Chart 28 - Economic Context for Snacks

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Snacks

Chart 32 - Population 2021-2031

Chart 33 - Consumer Expenditure 2021-2031

Chart 34 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gum-in-morocco/report.