



Processed Fruit and Vegetables in Morocco

January 2026

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2025 DEVELOPMENTS

Strong growth opportunities for processed fruit and vegetables

INDUSTRY PERFORMANCE

The shelf stable format enjoys wide acceptance

Convenience and affordability spur interest in frozen processed potatoes

WHAT'S NEXT?

Room for development and growth remains in processed fruit and vegetables

Frozen processed potatoes and vegetables to push faster growth in demand

Retail developments to improve the offer of frozen processed vegetables

COMPETITIVE LANDSCAPE

Copralim offers a wide range of products across price points to top the rankings

Private label is a strong and growing presence in processed fruit and vegetables

CHANNELS

Small local grocers maintain affordability to remain competitive

Supermarkets encroach on small local grocers' turf

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Staple Foods in Morocco - Industry Overview

EXECUTIVE SUMMARY

Rising prices stimulate retail value sales as demand dips

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INDUSTRY PERFORMANCE

Economic pressures limit purchases of perceived non-essential staple foods

Fresh alternatives hamper the appeal of packaged options

Branded manufacturers look to price discounts to maintain affordability

WHAT'S NEXT?

Low consumer confidence to result in slight growth rates

Price-sensitivity to maintain home-baking trend

Brands to see strong competition from alternatives

COMPETITIVE LANDSCAPE

Artisanal players leverage proximity and consumer trust to dominate baked goods

Local players enjoy competitive advantages

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Traditional grocery retailers dominate but modern grocery formats gain traction

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