



Sweet Spreads in Morocco

November 2025

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Sweet Spreads in Morocco - Category analysis

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

Small local grocers continue to meet consumer needs in their communities
Supermarkets encroach on small local grocers' spaces

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Cooking Ingredients and Meals in Morocco - Industry Overview

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

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Small local grocers dominate but supermarkets gain momentum

Significant investment sees discounters add dynamism to the distribution landscape

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