



Cooking Ingredients and Meals in Morocco

November 2025

Table of Contents

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

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Edible Oils in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in Morocco](#)

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
Major retailers' focus on supermarkets boosts frozen ready meals and frozen pizza

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025
Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025
Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025
Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Sauces, Dips and Condiments in Morocco

KEY DATA FINDINGS

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

CHANNELS

Proximity and being in tune with local consumers' needs favour small local grocers

Supermarkets penetrate small neighbourhoods to compete with small local grocers

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025
Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030
Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030
Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030
Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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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

Small local grocers continue to meet consumer needs in their communities

Supermarkets encroach on small local grocers' spaces

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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