

Snacks in Morocco

July 2023

Table of Contents

Snacks in Morocco

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2018-2023

Table 2 - Sales of Snacks by Category: Value 2018-2023

Table 3 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Snacks by Format: % Value 2018-2023

Table 9 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in growth in 2023

Seasonal chocolate benefits from robust demand amongst more affluent consumers

Chocolate with toys suffers food poisoning scare

PROSPECTS AND OPPORTUNITIES

Uncertain economic climate will restrict growth, at least in the short-term

Growing competition from other snacks

Expected shift towards healthier snacks

CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

Gum in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023, despite tough economic climate

Sugar-free chewing gum leads sales

Mondelez continues to lead the way

PROSPECTS AND OPPORTUNITIES

Modest growth expected, despite ongoing economic uncertainty

Health and wellness trend will exert a growing influence

Sugar confectionery could pose a threat to bubble gum

CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2018-2023

Table 26 - Sales of Gum by Category: Value 2018-2023

Table 27 - Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 - Sales of Gum by Category: % Value Growth 2018-2023

Table 29 - Sales of Gum by Flavour: Rankings 2018-2023

Table 30 - NBO Company Shares of Gum: % Value 2019-2023

Table 31 - LBN Brand Shares of Gum: % Value 2020-2023

Table 32 - Distribution of Gum by Format: % Value 2018-2023

Table 33 - Forecast Sales of Gum by Category: Volume 2023-2028

Table 34 - Forecast Sales of Gum by Category: Value 2023-2028

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Sugar Confectionery in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in growth in 2023, as Moroccans shy away from "indulgent" purchases

Power mints benefit from their healthy positioning

Sugarised products continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Decelerating growth phase ahead, thanks to ongoing economic uncertainty and consumer health concerns

Possible competition from healthier chocolate confectionery variants

Medicated confectionery will see strongest performance

CATEGORY DATA

Summary 2 - Other Sugar Confectionery by Product Type: 2023

Table 37 - Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 - Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

Ice Cream in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises and limited number of consumption occasions impact volume sales in 2023

Increase in products with value-added benefits, including health and wellness attributes

Mobigen retains its lead

PROSPECTS AND OPPORTUNITIES

Improved performance expected, thanks to marketing efforts of leading players

Take-home ice cream offers greatest potential, while functional products will remain niche in terms of sales

Development of modern grocery retailing will support growth

CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2018-2023

Table 50 - Sales of Ice Cream by Category: Value 2018-2023

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 52 - Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 55 - NBO Company Shares of Ice Cream: % Value 2019-2023

Table 56 - LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 61 - Distribution of Ice Cream by Format: % Value 2018-2023

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 63 - Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Savoury Snacks in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved performance for savoury snacks, with nuts leading the way

Healthier products enter the market

Leader Foods goes from strength to strength

PROSPECTS AND OPPORTUNITIES

Savoury snacks will polarise between premium and value offerings

Rise in health consciousness will create opportunities

Puffed snacks will lead growth

CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2018-2023

Table 67 - Sales of Savoury Snacks by Category: Value 2018-2023
Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023
Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023
Table 70 - NBO Company Shares of Savoury Snacks: % Value 2019-2023
Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023
Table 72 - Distribution of Savoury Snacks by Format: % Value 2018-2023
Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028
Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028
Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028
Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

Sweet Biscuits, Snack Bars and Fruit Snacks in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth, despite rising raw material costs
Health and wellness trends continue to shape the market, but snack bars see a slowdown in growth
Mondelez maintains its strong lead, while local player Biscuiterie Moderne Zine makes strides

PROSPECTS AND OPPORTUNITIES

Healthy demand, despite rising unit prices
Chocolate confectionery could pose a potential threat
Wafers will see strongest performance

CATEGORY DATA

Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023
Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023
Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023
Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023
Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023
Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023
Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023
Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023
Table 85 - NBO Company Shares of Snack Bars: % Value 2019-2023
Table 86 - LBN Brand Shares of Snack Bars: % Value 2020-2023
Table 87 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023
Table 88 - Distribution of Sweet Biscuits by Format: % Value 2018-2023
Table 89 - Distribution of Snack Bars by Format: % Value 2018-2023
Table 90 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028
Table 91 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028
Table 92 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028
Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

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/snacks-in-morocco/report.