



**Euromonitor  
International**

# Breakfast Cereals in Morocco

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic constraints and limited availability dampen demand for breakfast cereals  
Children’s breakfast cereals gain traction amid challenges  
Local production spurs competitive growth

PROSPECTS AND OPPORTUNITIES

Economic and price challenges constrain growth prospects  
Distribution and marketing remain key growth barriers  
Children's breakfast cereals and muesli set to outperform

CATEGORY DATA

- Table 1 - Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 2 - Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 7 - Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Staple Foods in Morocco - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for Cooking Ingredients and Meals?

MARKET DATA

- Table 12 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 13 - Sales of Staple Foods by Category: Value 2019-2024
- Table 14 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 17 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 18 - Penetration of Private Label by Category: % Value 2019-2024
- Table 19 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## 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/breakfast-cereals-in-morocco/report](http://www.euromonitor.com/breakfast-cereals-in-morocco/report).