

# **Snacks in Morocco**

June 2024

**Table of Contents** 

#### Snacks in Morocco

#### **EXECUTIVE SUMMARY**

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

- Table 1 Sales of Snacks by Category: Volume 2019-2024
- Table 2 Sales of Snacks by Category: Value 2019-2024
- Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 4 Sales of Snacks by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Snacks: % Value 2020-2024
- Table 6 LBN Brand Shares of Snacks: % Value 2021-2024
- Table 7 Penetration of Private Label by Category: % Value 2019-2024
- Table 8 Distribution of Snacks by Format: % Value 2019-2024
- Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 10 Forecast Sales of Snacks by Category: Value 2024-2029
- Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## Chocolate Confectionery in Morocco

## KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Smaller pack sizes sustain volume sales in 2024

Variety and new flavours support growth in tablets, while seasonal chocolate benefits from perception as treats Health and wellness trends inform development as chocolate with toys suffers

## PROSPECTS AND OPPORTUNITIES

Volume sales to rise steadily

Competitive threats may hamper stronger growth

Skyrocketing cocoa prices to impact sales during forecast period amid rising health consciousness

## **CATEGORY DATA**

- Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024
- Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024
- Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024
- Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024
- Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024
- Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024
- Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024
- Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024
- Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029
- Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029
- Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

#### Gum in Morocco

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Gum posts positive volume growth in Morocco in 2024 Chewing gum remains ahead of bubble gum

Mondelez maintains overall leadership

#### PROSPECTS AND OPPORTUNITIES

Gum to see further growth during forecast period Sugar confectionery represents potential threat to gum Price rises likely

## **CATEGORY DATA**

Table 25 - Sales of Gum by Category: Volume 2019-2024

Table 26 - Sales of Gum by Category: Value 2019-2024

Table 27 - Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 - Sales of Gum by Category: % Value Growth 2019-2024

Table 29 - Sales of Gum by Flavour: Rankings 2019-2024

Table 30 - NBO Company Shares of Gum: % Value 2020-2024

Table 31 - LBN Brand Shares of Gum: % Value 2021-2024

Table 32 - Distribution of Gum by Format: % Value 2019-2024

Table 33 - Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 - Forecast Sales of Gum by Category: Value 2024-2029

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

## Sugar Confectionery in Morocco

# KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Volume growth positive but set to slow for sugar confectionery

Mints home to most activity

Health and wellness trends pick up pace

## PROSPECTS AND OPPORTUNITIES

Demand to be hampered by economic woes

Chocolate confectionery may lure consumers away from sugar confectionery

Health trends continue to inform development

Summary 2 - Other Sugar Confectionery by Product Type: 2024

## **CATEGORY DATA**

Table 37 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

- Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029
- Table 46 Forecast Sales of Sugar Confectionery by Category: Value 2024-2029
- Table 47 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029
- Table 48 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

#### Ice Cream in Morocco

#### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Sales suffer from seasonality

Players invest in innovation

Mobigen stays ahead of the rest

#### PROSPECTS AND OPPORTUNITIES

Ice cream faces positive future

Certain segments set to remain niche despite broader trends

Major players prefer modern distribution channels

#### **CATEGORY DATA**

- Table 49 Sales of Ice Cream by Category: Volume 2019-2024
- Table 50 Sales of Ice Cream by Category: Value 2019-2024
- Table 51 Sales of Ice Cream by Category: % Volume Growth 2019-2024
- Table 52 Sales of Ice Cream by Category: % Value Growth 2019-2024
- Table 53 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
- Table 54 Sales of Impulse Ice Cream by Format: % Value 2019-2024
- Table 55 NBO Company Shares of Ice Cream: % Value 2020-2024
- Table 56 LBN Brand Shares of Ice Cream: % Value 2021-2024
- Table 57 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
- Table 58 LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
- Table 59 NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
- Table 60 LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
- Table 61 Distribution of Ice Cream by Format: % Value2019-2024
- Table 62 Forecast Sales of Ice Cream by Category: Volume 2024-2029
- Table 63 Forecast Sales of Ice Cream by Category: Value 2024-2029
- Table 64 Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
- Table 65 Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## Savoury Snacks in Morocco

## **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Nuts, seeds and trail mixes rises fastest in 2024 Health-positioned products take up more shelf space Jessy Diffusion and Leader Foods lead overall in 2024

## PROSPECTS AND OPPORTUNITIES

Further growth forecast for savoury snacks in Morocco Health trends offer potential for development Puffed snacks to keep on rising

# **CATEGORY DATA**

Table 66 - Sales of Savoury Snacks by Category: Volume 2019-2024

- Table 67 Sales of Savoury Snacks by Category: Value 2019-2024
- Table 68 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
- Table 69 Sales of Savoury Snacks by Category: % Value Growth 2019-2024
- Table 70 NBO Company Shares of Savoury Snacks: % Value 2020-2024
- Table 71 LBN Brand Shares of Savoury Snacks: % Value 2021-2024
- Table 72 Distribution of Savoury Snacks by Format: % Value 2019-2024
- Table 73 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
- Table 74 Forecast Sales of Savoury Snacks by Category: Value 2024-2029
- Table 75 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
- Table 76 Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

## Sweet Biscuits, Snack Bars and Fruit Snacks in Morocco

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Current trends drive category progress

Health concerns remain key concern

Mondelez maintains lead in 2024

### PROSPECTS AND OPPORTUNITIES

Further growth forecast

Wafers will benefit from greater dynamism

Chocolate poses possible threat

#### CATEGORY DATA

- Table 77 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
- Table 78 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
- Table 79 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
- Table 80 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
- Table 81 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value2020-2024
- Table 82 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value2021-2024
- Table 83 NBO Company Shares of Sweet Biscuits: % Value2020-2024
- Table 84 LBN Brand Shares of Sweet Biscuits: % Value2021-2024
- Table 85 NBO Company Shares of Snack Bars: % Value2020-2024
- Table 86 LBN Brand Shares of Snack Bars: % Value2021-2024
- Table 87 NBO Company Shares of Fruit Snacks: % Value2020-2024
- Table 88 LBN Brand Shares of Fruit Snacks: % Value2021-2024
- Table 89 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value2019-2024
- Table 90 Distribution of Sweet Biscuits by Format: % Value2019-2024
- Table 91 Distribution of Snack Bars by Format: % Value2019-2024
- Table 92 Distribution of Fruit Snacks by Format: % Value2019-2024
- Table 93 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
- Table 94 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
- Table 95 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
- Table 96 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

# 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.