

# Meals and Soups in Morocco

November 2023

Table of Contents

## Meals and Soups in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ready meals and soup see retail volume growth but struggle to take off  
Expanding product offers boost quick recipe kits and shelf stable ready meals  
New entrants disrupt the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Fresh food to hinder interest in packaged varieties  
Foodservice presents strong competition to retail sales of frozen pizza  
New recipes and launches to offer growth opportunities

#### CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2018-2023  
Table 2 - Sales of Meals and Soups by Category: Value 2018-2023  
Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Meals and Soups by Category: % Value Growth 2018-2023  
Table 5 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023  
Table 6 - NBO Company Shares of Meals and Soups: % Value 2019-2023  
Table 7 - LBN Brand Shares of Meals and Soups: % Value 2020-2023  
Table 8 - Distribution of Meals and Soups by Format: % Value 2018-2023  
Table 9 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028  
Table 10 - Forecast Sales of Meals and Soups by Category: Value 2023-2028  
Table 11 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Cooking Ingredients and Meals in Morocco - Industry Overview

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture  
Key trends in 2023  
Competitive landscape  
Channel developments  
What next for cooking ingredients and meals?

#### MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023  
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023  
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023  
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023  
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023  
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023  
Table 19 - Penetration of Private Label by Category: % Value 2018-2023  
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023  
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028  
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028  
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028  
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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### SOURCES

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