

# **Morocco Couscous Market Report by Thickness (Fine Couscous, Medium Couscous, Thick Couscous), SKUs (1 Kg, 5 Kg, 25 Kg, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Independent Retailers, Online, and Others) 2024-2032**

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## **Abstracts**

The Morocco couscous market size reached US\$ 481.6 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 763.1 Million by 2032, exhibiting a growth rate (CAGR) of 5.1% during 2024-2032.

Couscous is a traditional North African dish that is made up of crushed and steamed granules of durum wheat semolina. Moreover, couscous is healthy, convenient, easy-to-make, delicious, offers versatility, and comes with health claims such as gluten-free and whole-grain food. In Morocco, the prevalent trend of westernization has led to the introduction of newer and innovative couscous preparation recipes.

In recent times, the rising consumer health consciousness towards high obesity levels have augmented the consumption of couscous, accounting to its low-caloric value and high protein/fiber content. Furthermore, the increasing demand for ready-to-eat food items, coupled with the wide availability of traditional, canned, frozen, microwavable couscous variants across the Moroccan retail channels, has been supporting the market growth. Additionally, the introduction of flavored and organic couscous products caters to the changing tastes and preferences of the Moroccan population.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Morocco

couscous market report, along with forecasts for the period 2024-2032. Our report has categorized the market based on thickness, SKUs and distribution channel.

Breakup by Thickness:

- Fine Couscous
- Medium Couscous
- Thick Couscous

Breakup by SKUs:

- 1 Kg
- 5 Kg
- 25 Kg
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Independent Retailers
- Online
- Others

Competitive Landscape:

The report has also examined the competitive landscape of the market and some of the key players include Atlas Couscous, Complexe Alimentaire Zine (CALZ), DALIA Corp., DARI, FORAFRIC MAROC, and KAYNA Group.

Key Questions Answered in This Report:

How has the Morocco couscous market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Morocco couscous market?

What is the breakup of the Morocco couscous market based on the thickness?

What is the breakup of the Morocco couscous market based on the SKUs?

What is the breakup of the Morocco couscous market based on the distribution channel?

What are the key driving factors and challenges in the Morocco couscous market?

What is the structure of the Morocco couscous market and who are the key players?

What is the degree of competition in the Morocco couscous market?

What is the market share of key players in the Morocco couscous market?

What is the market share of key brands in the Morocco couscous market?

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