

Sheet N° 60- 1/2 - Biscuit factory

Description



Production unit for industrial biscuits for the mass market under its own brand and/or private label, with a production capacity of approximately **3,000 to 5,000 tonnes per year**

Main customers : Food industry, retail

Branch and sub-branch: Agro-industry / Biscuits

Complexity of the product¹ -3,33  2,56
- 0,257

HS Code² : 1905

Key facts

- Sector growing by 4 to 5% in Morocco with an estimated turnover in 2021 of 2.7 billion MAD and a number of jobs of over 10,000 people
- Average annual consumption of biscuits per Moroccan estimated at 2.1 Kg
- Possibility of import substitution in view of the strong growth of imports in Morocco: Imports estimated at USD 46.9 million in 2019, i.e. a growth of +32% per year between 2015 and 2019
- Export potential to West Africa (ECOWAS) and the Middle East: growth in imports of ~1.3% per year to reach a value of USD 56 Mn for ECOWAS and ~3.1% per year to reach a value of USD 1507 Mn for the Middle East between 2015 and 2019

Prerequisites ⁽³⁾

Market indicators

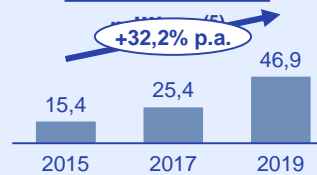
Target market(s):

Target market(s), (from highest to lowest priority) to be addressed :

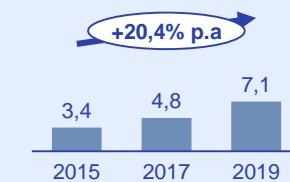
- +** National (including local) as a substitute for imports mainly from Spain, Tunisia and Italy
- Export: Mainly to West Africa and the Middle East

Market size and development

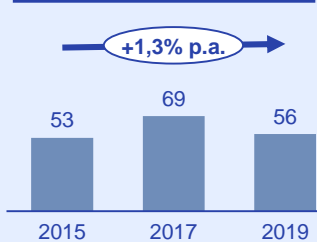
Biscuit imports by Morocco in USD



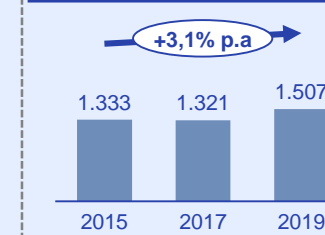
Biscuit exports from Morocco in Mns USD ⁽⁵⁾



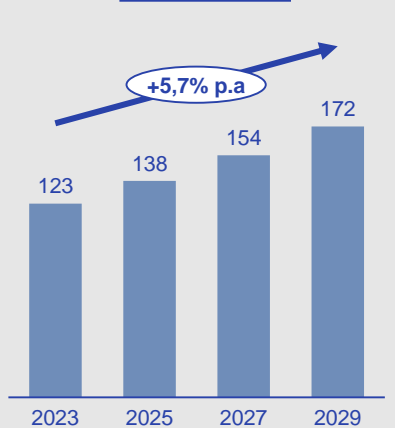
Import of biscuits by ECOWAS in Mns USD ⁽⁵⁾



Biscuit imports from the Middle East in USD million ⁽⁵⁾



Estimates of the evolution of the world biscuit market in USD billion ⁽⁴⁾



(1) Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The PCI is calculated according to the number of countries that produce the product and the economic complexity of these countries. The most complex products, those that only a few countries can produce, have the highest PCI (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products). Source: Harvard economic complexity

(2) Customs nomenclature taking into account the following codes: 190531, 190532. Source: TradeMap

(3) Global Biscuit Market Research by data bridge market research

(4) Source: TradeMap



Sheet N° 60- 2/2 - Biscuit factory

Financial indicators (indicative per project) :

Potential investment	~50 - 100 Mns MAD
Turnover	~80 - 200 Mns MAD
Estimated selling price	~20 - 30 MAD/Kg
ROI	~4 - 5 years
EBITDA (as % of sales)	10 - 20%
Jobs	~200 - 300

Human resources

HR skills needed

- Food engineer, quality, production, maintenance, logistics and marketing managers

Training offers

- Agro-Industry sector - CMC Agadir

Raw materials and suppliers

Main inputs

- Flour, Sugar, Eggs, Fat, Glucose, Starch

Main suppliers

- Morocco (Fandy, Forafric)

Investment elements

Potential land

Priority provinces

✓ Laayoune

✓ Tarfaya

Type of land

Private domain of the State (e.g. El Marsa zone / foug el oued activity zone)

Area

3500 - 7000 m²

Average land price

Unified Regional Investment Commission (CRUI)

Mode of mobilisation

Unified Regional Investment Commission (CRUI)

Main investment benefits

Grant

Investment Charter

Support for training

IDMAJ Programme, TAHFIZ Programme, TAEHIL Programme

Other

Financing by MEZZANINE SME

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