

Sheet N° 61 - 1/2 - Cereal-based products manufacturing unit

Description



Production of cereal-based products such as bars cereals, breakfast cereals, pre-cooked wheat, etc.
Production capacity of approximately **2000 to 2500 tonnes per year**

Main customers : Food industry, retail

Branch and sub-branch: Agro-industry / Cereal processing

Complexity of the product¹ **-3,33** **2,56**
- 0.531

HS Code² : 1904

Key facts

- Necessary expertise available in the region despite the low track record
- Strong potential at national level with growth in consumption and possibility of import substitution: Moroccan market for cereal-based products dominated by imported products, import growth of ~11.8% to reach a value of USD 17Mn between 2015 and 2019
- Export potential to ECOWAS: growth of their imports by ~8.7% per year to reach a value of USD 37.8 Mn between 2015 and 2019

Prerequisites ⁽³⁾

Market indicators

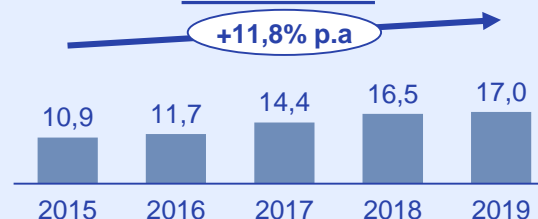
Target market(s) :

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

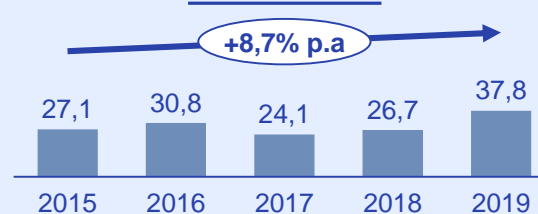
- +** National (including local) as a substitute for imports from France, Poland and Portugal
- Export to ECOWAS

Market size and development

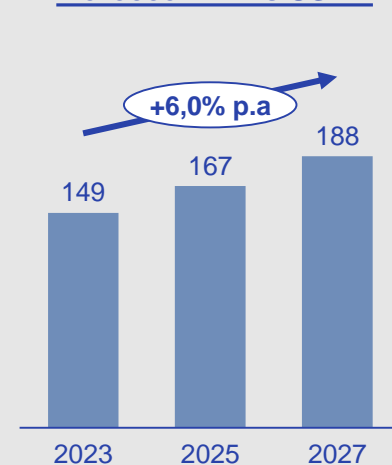
Import of cereal products by Morocco in USD million ⁽⁵⁾



Import of cereal products by ECOWAS in USD million ⁽⁵⁾



Estimated evolution of the breakfast cereals market in Morocco in Mns USD⁽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: 190410, 190420, 190430, 190440. Source: TradeMap

(3) Study of the Moroccan breakfast cereals market by Statista

(4) Source: TradeMap



Sheet N°61 - 2/2 - Cereal product manufacturing unit

Financial indicators (indicative per project) :

Potential investment

~20 - 30 Mn MAD

Turnover

~35 - 40 Mn MAD

Estimated selling price* (in euros)

1.5- 3 USD/Kg

ROI

5 - 6 years

EBITDA (as % of sales)

10 - 15%

Jobs

~20

Human resources

HR skills needed

- Quality, sales and logistics managers, production technicians, workers

Training offers

- Agro-Industry sector - CMC Agadir

Raw materials and suppliers

Main inputs

- Cereals (wheat, maize, rice)
- Food additives (Vitamins...)
- Coating materials (e.g. chocolate)

Main suppliers

- Canada, France (Cereals)
- Morocco (other inputs)

Investment elements

Potential land

Priority provinces

✓ Laayoune

✓ Es Smara

✓ Tarfaya

Type of land

Private state domain (e.g. Es-Semara)

Area

1500 m²

Average land price

Unified Regional Investment Commission (CRUI)

Mode of mobilisation

Unified Regional Investment Commission (CRUI)

Main investment benefits

Grant

ISTITMAR SME

Support for training

IDMAJ Programme, TAHFIZ Programme, TAEHIL Programme

Other

Financing by MEZZANINE SME

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