

# Project #14: Chocolate production unit



Contact: M. Hicham Tounsi

Contact: M. Mohamed-Amine Mkerouad

0662837977

htounsi@mcinet.gov.ma

0662589387

mmkerouad@mcinet.gov.ma

## Project description



Production of chocolate that can be consumed in the form of candies, bars or sweets. It can also be used as a base for pralines or ganaches. It is obtained by fermenting, roasting and grinding cocoa beans.

Code HS: 1806



## Key facts

- Dynamic local market with strong potential for the industrial pastry market;
- Significant prospects for export growth, with consumption set to increase by 7%, particularly in African and Middle Eastern markets.



## Product Complexity <sup>2</sup>

Complexity Index (PCI)<sup>1</sup>  
 Harvard Economic Complexity

-3.33 2.56

**-0.10**



## Main required inputs

- ✓ Cocoa
- ✓ Sugar
- ✓ Milk
- ✓ Fat and oils



## Main investing benefits

### Grants

- ▶ Industrial Development and Investment Fund (FDII)
- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

### Potential land

- ▶ Beni Mellal Agropole
- ▶ Meknès Agropole
- ▶ IP Settapark

### Training support

- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

### Funding

- ▶ Mezzanine SME
- ▶ Green Invest

## Branch

Food industry

## Sub-branch

Biscuiterie,  
 Chocolaterie Confiserie



## Financial indicators (estimated<sup>3</sup>)

Potential Investment

~50 - 100 Mn MAD

Potential sales

~80 - 200 Mn MAD

Potential gross margin

~20% - 25%

Potential RRI

~15% - 25%

Average ROI

~4 - 5 years

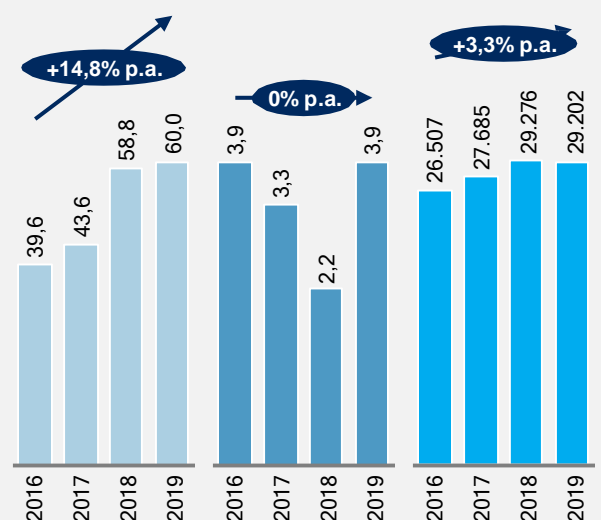


## Market growth and size<sup>2</sup>

Morocco imports  
 (USD, Mn)

Morocco Exports  
 (USD, Mn)

Global exchange  
 (USD, Mn)



<sup>1</sup> 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 producing 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).

HS code: Economic complexity : 1806 / Trademap (World export values): 180610, 180620, 180631, 180632, 180690

Estimated figures based on the perspectives of Moroccan experts and manufacturers in these sectors. The financial indicators are provided for guidance and information only, and do not constitute any form of commitment or guarantee.

Sources: Expert interviews, Harvard Economic Complexity, TradeMap, Press Research