

Project #170: Ice cream production



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Project description



Production of ice cream and sorbets for consumption

Code SH 2105

Branch

Food industry

Sub-branch

Agro- Industry



Key facts

- Strong growth potential of the local market (8 to 9% per year), in line with increasing purchasing power and urbanization;
- Proven local competitiveness, based in particular on long-standing know-how, availability of inputs and distribution channels.



Financial indicators (estimated³)

Potential investment

~ 5 - 7 Mn MAD

Potential sales

~ 5 - 10 Mn MAD

Potential RRI

~ 20 -25 %

Average ROI

~ 3 - 5 years



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-0.345



Main required inputs

✓ Milk, butter, eggs, sugar, glucose syrup, hydro colloid, vegetable oil,

✓ Packaging



Main Investment Benefits

Grants

- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

Training support

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

Potential land

- ▶ Meknès Agropole
- ▶ Berkane Agropole
- ▶ Beni Mellal Agropole
- ▶ Agadir Agropole

Funding

- ▶ Green Invest
- ▶ Mezzanine SME

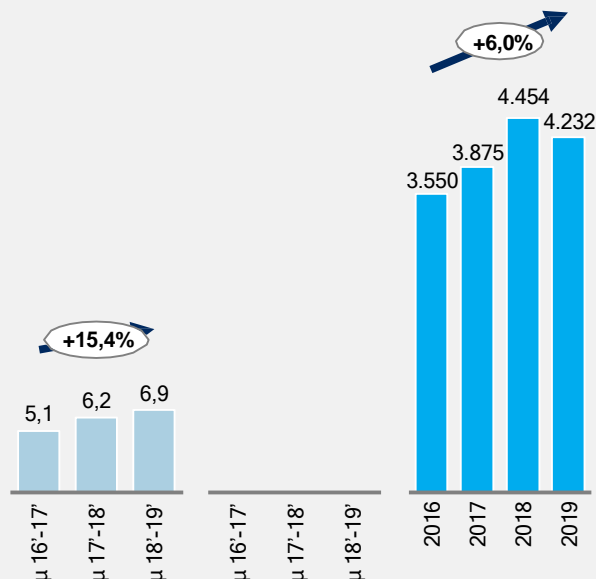


Market size and growth²

Morocco Imports (USD, Mn)

Morocco Exports (USD, Mn)

Global exchanges (USD, Mn)



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 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).

2.HS code: 'Economic complexity: 2105 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 2105. Estimated figures based on the perspectives of Moroccan experts and manufacturers in these sectors. Financial indicators are provided for information purposes only and do not constitute any form of commitment or guarantee.

Sources: Entretiens experts, Harvard Economic Complexity, TradeMap, Recherche Presse