

# Project #212: « Plant-based meat » production unit



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## Project description



Creation of a "plant-based meat" production unit (most meat substitutes are based on soya, wheat, cereals, peas, etc.) for the local market and for export.  
Codes SH : N/A



## Key facts

- Meat substitutes made from non-meat products (sometimes excluding derivatives such as dairy products), generally based on soya, wheat, cereals and peas - denatured by chemical and mechanical processing to obtain a product with the desired shape, texture and taste.
- The 'plant-based meat' industry is worth ~US\$13bn by 2020, with established players in the US (e.g. Beyond Meat, Impossible Meats) and emerging players in Europe (e.g. Les Nouveaux Fermiers); strong growth prospects - including in developing economies, which are expected to grow at a CAGR of +10% by 2027 (Oxford Business Group)
- Popularity based on its association with health and growing ecological awareness



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

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



## Main required inputs

- ✓ Soya
- ✓ Cereals
- ✓ Plants



## Main Investment Benefits

### Grants

- ▶ Programme « ISTITMAR » PME ou TPE, selon le CA

### Potential land

- ▶ Beni Mellal Agropole
- ▶ Agadir Agropole

### Training support

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

### Funding

- ▶ Mezzanine SME
- ▶ Green Invest

## Sub-branch

### Branch

Food industry

Food preparations and ready meals



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

Potential investment  
millions MAD

~15 - 25 millions MAD

Potential sales  
millions MAD

~20 - 25 millions MAD

Gross margin

~20 - 30%



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

Morocco Imports  
(USD, Mn)

Morocco Exports  
(USD, Mn)

Global exchanges  
(USD, Mn)

NA

NA

NA

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: 0403 / Trademap (World export values): 040390

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