

PORJECT N° 8 : PRESSED FRUIT AND VEGETABLE JUICE UNIT



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Project Description



Production of juice obtained by pressing fruits or vegetables.
Production of fresh or concentrated juice with the possible addition of sugars

Sector :

Agri-food

Sub-sector :

Fruit and vegetable processing



Financial indicators (estimates³)

Estimated Investment :

~40 to 110 million MAD

Potential Turnover :

~70 to 200 million MAD

Potential gross margin :

~20 to 25%

Average ROI :

~5-6 years



Key Highlights

- Availability of raw materials, particularly for citrus fruits, where the national fabric still has potential for growth
- National market still underdeveloped, with consumption half that of our immediate neighbors
- Significant growth in exports, with a focus on high-quality, organic juices.



Product Complexity

Product Complexity Index (PCI)¹

Harvard Economic Complexity

-3.33 2.56

-0.866



Main inputs

- ✓ fruits
- ✓ vegetables
- ✓ sugar
- ✓ Food additives



Key Investment Advantages

Subsidies

- ▶ Fonds de Dév. Industriel et d'Investissements (FDII)
- ▶ Programme ISTITMAR PME ou TPE, en fonction du CA

Training

- ▶ Programme « IDMAJ »
- ▶ Programme « TAEHIL »

Potential land

- ▶ Agropole de Berkane
- ▶ Agropole de Beni Mellal
- ▶ Agropole de Meknès
- ▶ Agropole d'Agadir

Financing

- ▶ Mezzanine PME
- ▶ Green Invest



Market Growth & Size²

Imports Maroc
(USD, Mn)

Exports Maroc
(USD, Mn)



1. **Product Complexity Index** : Diversity and sophistication of the know-how required to produce a product. The PCI is calculated based on the number of countries producing the product and the economic complexity of those countries. The most complex products, which 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'**: 2008, 0813 / Trademap (World export values): 200850, 081310

3. Estimated figures are based on expert and Moroccan industrial stakeholders' insights within the value chains. Financial indicators are provided solely for informational and directional purposes and do not represent any form of commitment or guarantee.