



# Starchy Roots in Morocco

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail volume growth driven by the rising demand and sales of potatoes  
Potatoes record strong foodservice volume growth, driven by the rise of food outlets  
Health attributes combine with affordability to drive sales of beetroot in 2024

PROSPECTS AND OPPORTUNITIES

Positive growth is anticipated, with retail sales driven by an uplift in home cooking  
Frozen processed potatoes are expected to benefit from the rising demand for convenience  
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