



# Sugar and Sweeteners in Morocco

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

While health awareness challenges sugar sales, demand benefits from home cooking and baking  
Rising demand for hot drinks boosts sales of both sugar and sweeteners in 2024  
Brown sugar and organic varieties align with rising health trends

PROSPECTS AND OPPORTUNITIES

Health trends are expected to shape consumer buying habits and challenge sales of sugar  
Foodservice is predicted to outperform retail sales, bolstered by ongoing tourism  
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