



Edible Oils in Morocco

November 2023

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Edible Oils in Morocco - Category analysis

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2023 DEVELOPMENTS

Poor harvest and unpackaged alternative affects olive oil
Players try to rein in sunflower oil prices to stimulate demand
Companies look to packaging and oil mixes to overcome challenges

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Stagnation in the demand for the most-used edible oils but growth opportunities for smaller, more health-positioned categories
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