



# Nuts in Morocco

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales of nuts rise as consumers reach for food that supports healthier diets
- Social gatherings and festivals support the sales of nuts in Morrocco
- Lower priced imports are a challenge for domestic nut producers

PROSPECTS AND OPPORTUNITIES

- Ongoing growth is predicted for nuts as consumers reach for healthy snack and meal options
  - Ongoing growth is predicted for almonds, walnuts and peanuts, embraced as healthier impulse snacks
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