



Euromonitor
International

Butter and Spreads in Morocco

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth in 2024, in light of rising prices and competition from artisanal products
Butter players diversify their offerings
Margarine producers focus on promotional offers to boost sales

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Modest growth expected
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Dairy Products and Alternatives in Morocco - Industry Overview

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DISCLAIMER

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