

Eggs in Morocco

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability and versatility drives total volume growth for eggs in 2024
Growing awareness of health and sustainability drives demand for organic eggs

Foodservice volume growth outperforms retail growth, with boiled eggs being a popular choice

PROSPECTS AND OPPORTUNITIES

Eggs are expected to continue benefiting from being a budget-friendly protein option Free-range and organic eggs are set to drive up value sales across the forecast period Strong tourism flows is expected to support the growth of eggs sales through foodservice Summary 1 - Major Processors of Eggs 2024

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