

Retail Tissue in Morocco

March 2024

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Retail Tissue in Morocco - Category analysis

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2023 DEVELOPMENTS

Positive retail volume growth driven by a rising demand for toilet paper Innovations focus on improving quality and offering scents Novartis Group SA retains its value lead while economy players drive volume sales

PROSPECTS AND OPPORTUNITIES

Low penetration of retail tissue supports growth opportunities for the forecast period Toilet paper leads sales as paper towels drive growth, benefiting from rising awareness Private label continues to gain ground, challenging branded players

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