

# Sweet Spreads in Morocco

November 2023

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# Sweet Spreads in Morocco - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Changing consumption habits hit jams and preserves Production issues and lower-priced alternatives hurt packaged honey Amlou sparks nut and seed based spreads

# PROSPECTS AND OPPORTUNITIES

Health-conscious and affluent consumers to spur revival in retail volume sales of honey Growing economy brand and private label offer to restrain average unit price growth Nut and seed based spreads to continue to gain traction through healthy positioning

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