Starchy Roots in Morocco - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Poor harvests lead to shortages, while beetroot benefits from its healthy image
Potatoes surge thanks to the easing of COVID-19 and the opening of fast food chains

PROSPECTS AND OPPORTUNITIES

A return of tourism boost growth, however, poor harvests remain a challenge
Sweet potatoes to attract investors thanks to rising demand

Summary 1 - Major Processors of Starchy Roots 2022

CATEGORY DATA

Table 1 - Total Sales of Starchy Roots by Category: Total Volume 2017-2022
Table 2 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2017-2022
Table 3 - Retail Sales of Starchy Roots by Category: Volume 2017-2022
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Fresh Food in Morocco - Industry Overview

EXECUTIVE SUMMARY

Fresh food in 2022: The big picture
2022 key trends
Retailing developments
What next for fresh food?

MARKET DATA

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