

# Sweet Biscuits, Snack Bars and Fruit Snacks in Morocco

July 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Healthy growth, despite rising raw material costs

Health and wellness trends continue to shape the market, but snack bars see a slowdown in growth

Mondelez maintains its strong lead, while local player Biscuiterie Moderne Zine makes strides

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Healthy demand, despite rising unit prices

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