

# Free From in Morocco

February 2022

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## Free From in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Demand for free from dairy products grows via modern grocery retailers

Free from dairy performs registers best performance in 2021 though Cooperative Copag considers discontinuing its free from lactose milk

Little demand for free from gluten dairy despite growing awareness of gluten intolerance

#### PROSPECTS AND OPPORTUNITIES

Strong forecast period growth for the category from 2022 onwards encourages industry players to launch new products

Free from gluten achieves strong growth over the forecast period

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