

# 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  
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