



Pulses in Morocco

January 2026

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Pulses in Morocco - Category analysis

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2025 DEVELOPMENTS

2025 is a good year for pulses

INDUSTRY PERFORMANCE

Sales of pulses benefit from affordability and improving supply chains

Pulses benefit from an image makeover

WHAT'S NEXT?

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Fresh food sales rise in 2025 despite economic headwinds

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Affordability has a big impact on the fresh food market

Sales of nuts and pulses report robust growth

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