



# Pulses in Morocco

January 2026

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## Pulses in Morocco - Category analysis

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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

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## Fresh Food in Morocco - Industry Overview

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Fresh food sales rise in 2025 despite economic headwinds

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Food prices rise as Morocco sees a drop in the local production of fresh foods

Affordability has a big impact on the fresh food market

Sales of nuts and pulses report robust growth

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Sales of fresh food set to rise over the forecast period despite economic challenges

Focus on healthy eating should benefit some fresh food categories

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