

Centrale Laitière Maroc Lait in Health and Wellness (Morocco)

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Abstracts

The company which is already present with strong brands such as Activia in FF spoonable yoghurt will continue to introduce new products to its range of HW dairy products. It is expected to focus on key growth areas of BFY and FF dairy products, thus sustaining its lead over domestic rivals. Its main strategy will focus on product innovation in order to develop the category.

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