

# Label'Vie SA in Packaged Food (Morocco)

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## **Abstracts**

Label'Vie's strategic direction in Morocco is to expand in the country by opening supermarkets and hypermarkets through its partnership with the French brand Carrefour. The company is also aiming to become the leading retailing company in Morocco.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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