

Les Huileries de Oued Souss in Health and Wellness (Morocco)

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Abstracts

Diversification of its product portfolio will continue to be the main strategic plan for Les Huileries de Oued Souss. As the company operates mainly in the slow-growing mature category of NH olive oil, Les Huileries de Oued Souss will seek to invest in other HW food categories and this move to healthier products was evident in the recent launch of BFY Lilia reduced-fat margarine. The main focus of the company is to launch other HW variants especially in the oils and fats category such as 0%...

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