

Les Huileries de Oued Souss in Packaged Food (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 oils and fats, the main focus of the company is to launch healthier variants, such as 0% cholesterol or vegetable oil fortified with omega, to appeal to the rising number of health conscious consumers. The company will likely also invest in other food categories, such as spreads.

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