

Marjane Holding SA in Packaged Food (Morocco)

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Abstracts

Marjane is the leading modern grocery retailer in Morocco and maintained a 50% value share in modern grocery retailers in 2013 and a 7% value share in grocery retailers overall. Modern grocery retailers is a channel which at the end of the review period still comprised less than 15% of total grocery retailers value sales. However, Marjane is expanding its business activities by opening new outlets on an annual basis with the aim of reaching consumers not only in urban areas but also in more...

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