

## Pastor SA in Packaged Food (Morocco)

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### Abstracts

Pastor SA is the leading player in confectionery in Morocco. Despite the growing competition from both local and imported brands, the company managed to increase its value shares in chocolate confectionery and sugar confectionery during 2014. In order to keep abreast of the competition in such a fragmented category, Pastor SA is expected to diversify its product range even further during the forecast period by launching new product ranges whilst maintaining low prices in order to remain...

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

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