

Alcoholic Drinks in Morocco

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Abstracts

After a strong recovery in economic activity during 2021 with GDP growth of more than 7%, the performance of Morocco's economy stood at 1.3% in 2022, due to an unfavourable economic situation, especially for the agricultural sector, which was strongly affected by a rainfall deficit. The geopolitical context in Europe linked to the war following the Russian invasion of Ukraine continued to fuel the rise in commodity prices at the international level. These same tensions were also felt at the nati...

Euromonitor International's Alcoholic Drinks in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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