

# Bourchanin & Cie SA in Alcoholic Drinks (Morocco)

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## Abstracts

Over the forecast period, Bourchanin aims to strengthen its position in alcoholic drinks in Morocco by introducing new products and flavour variants, while also using in-store promotions to increase awareness of and demand for its brands. At the same time, it will continue working to develop closer relationships with small grocery retailers, which still play an important role in off-trade alcoholic drinks distribution in the country.

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

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