

Cafés Sahara in Hot Drinks (Morocco)

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Abstracts

Cafés Sahara aims to strengthen its position within coffee and tea by expanding its distribution network. It will focus on both the on-trade and the off-trade channels in order to drive volume sales and hence capture a bigger share of the market.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

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Get a detailed picture of the Hot 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.

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