

Hot Drinks in Morocco

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Abstracts

In 2023, the Moroccan economy was negatively impacted by rising inflation, high unemployment levels and lower disposable incomes, leading to a slowdown in retail volume sales. The prices of raw materials and consumer goods, particularly energy, reached historic highs. This led households to reevaluate their budgets, focusing their reduced disposable incomes on essentials, with many viewing some hot drinks as unessential. Furthermore, the easy availability of unpackaged loose products continued t...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

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.

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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