

La Clé des Champs in Alcoholic Drinks (Morocco)

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Abstracts

Chained drinks specialist retailer La Clé des Champs is not expected to expand its outlet coverage in Morocco through the opening of more Nicolas outlets. The company has been cautious in the past because consumer behaviour in Morocco is significantly shaped by religious beliefs. In fact, Moroccans tend to be less keen on shopping for alcohol freely as the country's population comprises mainly Muslims. Moreover, 2015 saw a heavy tax increase on wine, which negatively affected consumer purchasing...

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