

# Naturally Healthy Beverages in Morocco

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## Abstracts

Naturally healthy beverages benefited greatly from the onset of the global pandemic with its current value sales experiencing a notable increase. This was mainly thanks to the healthy positioning of NH beverages to which many consumers had migrated due to fears over contracting COVID-19. NH beverages has also benefited from the growing health and wellness trend which has gained traction in response to the pandemic, as more consumers became aware of their overall health and diet. Likewise, consum...

Euromonitor International's Naturally Healthy Beverages in Morocco report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** NH Hot Drinks, NH Soft Drinks.

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

### Why buy this report?

Get a detailed picture of the Naturally Healthy Beverages 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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Despite NH claims on product labels, Moroccans remain sceptical about packaged products, including NH beverages

Ongoing growing demand for NH hot drinks as these products are reputed to soothe symptoms of colds and the COVID-19 virus

#### PROSPECTS AND OPPORTUNITIES

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