

RTD Coffee in Morocco

<https://marketpublishers.com/r/R9B53B7E97AEN.html>

Date: December 2023

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: R9B53B7E97AEN

Abstracts

As witnessed within RDT tea, RTD coffee drinks is a new product area in Morocco. As such, double-digit off-trade volume growth was recorded in 2023. While this was aided by increased distribution and product awareness, much of this dynamic growth was also attributed to growth coming from a very low base.

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the RTD Coffee 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.

Contents

RTD Coffee in Morocco
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

RTD COFFEE IN MOROCCO
KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit volume sales growth as the landscape rises from a low base
Sales benefit from the hot climate as consumers migrate from hot coffee options
Starbucks offers a variety of flavours to the RTD coffee landscape
PROSPECTS AND OPPORTUNITIES
Rising availability and product awareness drive off-trade volume growth
Traditional coffee players look to launch RTD coffee to boost sales during summer
SOFT DRINKS IN MOROCCO
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume

2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 14 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 17 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 18 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 19 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 20 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 23 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 24 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 25 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 26 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in Morocco

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: RTD Coffee in Morocco

Product link: <https://marketpublishers.com/r/R9B53B7E97AEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R9B53B7E97AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970