

# RTD Tea in Morocco

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## Abstracts

The niche landscape of RTD tea posted positive off-trade volume growth in 2022, although much of this can be attributed to the fact that the category is growing from a low base. Sales have also benefited from wider penetration due to increased product availability. Lipton, which has not long existed on the landscape, saw growing competition from new entrants, including Fuzetea, Arizona, Gourmet, Didi and Shai. Launching these new products increases awareness and consumers' interest RTD tea.

Euromonitor International's RTD Tea 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.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD Tea 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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RTD Tea in Morocco  
Euromonitor International  
May 2024

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