

# Soft Drinks in Morocco

<https://marketpublishers.com/r/S18692ECB7FEN.html>

Date: December 2023

Pages: 69

Price: US\$ 2,100.00 (Single User License)

ID: S18692ECB7FEN

## Abstracts

In 2023, the soft drinks landscape was challenged by rising inflation, drought, high levels of unemployment and lower disposable income. The price of raw materials and consumer goods increased, with energy prices soaring. As a result, consumer spending confidence declined, with many readjusting their budgets in line with reduced disposable incomes.

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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**RTD COFFEE IN MOROCCO**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

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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

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