

Coffee Market in Morocco 2021

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Abstracts

Coffee is a beverage brewed from the roasted and ground seeds of the tropical evergreen coffee plants of African origin. Coffee contains caffeine, a stimulant that has been shown to increase energy levels and decrease fatigue by altering levels of certain neurotransmitters in the brain. A study by StrategyHelix indicates that the coffee market in Morocco is expected to increase by US\$ 468 million from 2021 to 2027, garnering a CAGR of 12.6% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for coffee. The Morocco coffee market is segmented on the basis of product, and distribution channel. Based on product, the coffee market in Morocco is categorized into ground coffee, instant coffee, whole bean. The ground coffee segment captured the largest share of the market in 2020. On the basis of distribution channel, the coffee market in Morocco has been segmented into grocery stores, online retailing, supermarkets & hypermarkets, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Nestle S.A., JDE Peet's N.V., Cafes Sahara, Massimo Zanetti Beverage Group S.p.A.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the coffee market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: ground coffee, instant coffee, whole bean

Distribution channel: grocery stores, online retailing, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Morocco coffee market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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PART 5. KEY COMPANIES

Nestle S.A.
JDE Peet's N.V.
Cafes Sahara
Massimo Zanetti Beverage Group S.p.A.
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