

Wine Market in Morocco 2021

<https://marketpublishers.com/r/WB44CC7C2973EN.html>

Date: January 2022

Pages: 17

Price: US\$ 550.00 (Single User License)

ID: WB44CC7C2973EN

Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. The wine market in Morocco is poised to grow by US\$ 324 million during 2021-2027, progressing at a CAGR of 6.5% during the forecast period, according to data and analytics company StrategyHelix. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

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 wine. The Morocco wine market is segmented on the basis of product, and distribution channel. By product, the wine market in Morocco has been segmented into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment was the largest contributor to the Morocco wine market in 2020. Based upon distribution channel, the wine market in Morocco is categorized into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The report also includes the profiles of leading companies such as Ebertec SA Morocco, Groupe Castel, Groupe des Brasseries du Maroc SA, Les Celliers de Meknes, LVMH Moet Hennessy Louis Vuitton SA.

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

Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online retail, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Morocco wine market

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

Pinpoint growth sectors and trends for investment

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Still wine

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Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Ebertec SA, Morocco
Groupe Castel
Groupe des Brasseries du Maroc SA
Les Celliers de Meknes
LVMH Moet Hennessy Louis Vuitton SA
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