

## **Alcoholic Drinks in Morocco**

Market Direction | 2022-07-15 | 67 pages | Euromonitor

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### **Report description:**

Following the emergence of COVID-19 in early 2020, a lockdown was introduced in Morocco on 20 March, and borders were closed accordingly. Confinement measures and a health emergency were in place until the November when the country was ravaged by a second wave in Autumn 2020, and a third wave resulting from the Delta variant in June 2021.

Euromonitor International's Alcoholic 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 (2017-2021), 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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.

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Imported lager becoming fragmented with increasing entry of new brands  
Shrinking market prompts producers to marginally increase prices  
Tough economic conditions favour demand for mid-priced and economy lager  
On-trade sales largely impacted by closure of bars/clubs and by drop in tourist arrivals  
Local player Groupe des Brasseries du Maroc SA retains dominance  
La Speciale Flag remains mainstream  
Non-alcoholic beer registers further impressive growth through off-trade

#### PROSPECTS AND OPPORTUNITIES

Dismantling of customs duties will lead to further fragmentation  
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Non-alcoholic wine fails to achieve impressive sales

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Sales of fortified wine and vermouth remain negligible in Morocco

### PROSPECTS AND OPPORTUNITIES

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## SPIRITS IN MOROCCO

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Spirits continues to struggle in 2021 due to weak disposable incomes and lack of tourists

Other spirits the most dynamic performer in the category

Imports of more affordable spirits thrive amid weak economic conditions

Imports of Scotch whisky from the UK surge following Brexit deal

Flavoured options account for almost half of vodka sales

Chai Andrieux leads spirits due to dominance of domestic Mahia

### PROSPECTS AND OPPORTUNITIES

Spirits to experience modest growth over forecast period

Local Mahia to continue to drive sales of spirits

Flavoured vodka will continue to gain in popularity

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### CATEGORY BACKGROUND

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#### 2021 DEVELOPMENTS

Demand for niche category of RTDs continues to drop in 2021

Moroccan consumers prefer to prepare their own cocktails

Spirit-based RTDs faces tough competition from flavoured vodka

#### PROSPECTS AND OPPORTUNITIES

Limited product offer and subdued tourism will impact forecast growth

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