

Beer in Morocco

Market Direction | 2022-07-15 | 33 pages | Euromonitor

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Report description:

Following free trade agreements signed by Morocco with its economic partners such as the EU, the US and other countries, customs authorities have been applying a reduction of 10% on customs duties on beer and wine. Thus, customs duties for beer were further reduced in 2021 to 4.9% (down from 9.8% in 2020) before being completely dismantled in 2022. This decision has mainly impacted imported premium lager, which has experienced a huge influx of newly-imported brands and led to further fragmentati...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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BEER IN MOROCCO

KEY DATA FINDINGS

2021 DEVELOPMENTS

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
Economy lager will remain popular amid persisting pandemic and economic difficulties
Non-alcoholic beer to register fastest growth over forecast period
Dark beer and stout to remain negligible in Morocco
Local players will continue to maintain competitive prices

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Lager price band methodology

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ALCOHOLIC DRINKS IN MOROCCO

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

Reduction of customs duties offset by rising consumption tax

Companies compete by expanding product offer while maintaining low prices

Players open their own stores to offer competitive prices

Significant decline for on-trade with closure of horeca and limited tourism due to pandemic

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

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Opening hours

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