

## **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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## Table of Contents:

Beer in Morocco  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### 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

##### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2021

##### CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2016-2021  
Table 2 Sales of Beer by Category: Total Value 2016-2021  
Table 3 Sales of Beer by Category: % Total Volume Growth 2016-2021  
Table 4 Sales of Beer by Category: % Total Value Growth 2016-2021  
Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021  
Table 6 Sales of Beer by Off-trade vs On-trade: Value 2016-2021  
Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 9 Sales of Beer by Craft vs Standard 2016-2021  
Table 10 □GBO Company Shares of Beer: % Total Volume 2017-2021  
Table 11 □NBO Company Shares of Beer: % Total Volume 2017-2021  
Table 12 □LBN Brand Shares of Beer: % Total Volume 2018-2021  
Table 13 □Forecast Sales of Beer by Category: Total Volume 2021-2026  
Table 14 □Forecast Sales of Beer by Category: Total Value 2021-2026  
Table 15 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026  
Table 16 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026  
CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026  
CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026  
CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026  
CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

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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

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2015-2021

### TAXATION AND DUTY LEVIES

#### IMPORT TAX

TAX INTERIOR DU CONSOMMATION OR INTERNAL CONSUMPTION TAX (TIC)

CUSTOMS TAXES ON ALCOHOLIC DRINKS IMPORTED FROM NON-EUROPEAN COUNTRIES

#### SPECIFIC VAT ON ALCOHOLIC DRINKS

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2021

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

### KEY NEW PRODUCT LAUNCHES

Outlook

### MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

### MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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Summary 4 Research Sources

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