

## **Rtds in Morocco**

Market Direction | 2022-07-15 | 26 pages | Euromonitor

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### **Report description:**

Sales of RTDs not only continued to achieve negligible sales, but also witnessed further sales declines, with total volume sales falling by 7% in 2021. The category failed to attract consumers' attention over the review period, as the number of products on offer remained limited to two key brands, namely Smirnoff Ice and Bacardi Breezer, which are present in spirit-based RTDs. Amid low demand for such products, importers are discouraged from importing any more products or even introducing new fl...

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- \* Get a detailed picture of the RTDs 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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##### KEY DATA FINDINGS

##### 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

Most RTDs are imported with limited range of flavours that do not appeal to locals

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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

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Legal purchasing age and legal drinking age

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