

Wine in Morocco

Market Direction | 2022-07-15 | 34 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Wine continued to post declines in 2021, although at a slower rate than the previous year. Since wine is mainly consumed by inbound tourists and a limited number of Moroccan consumers, volume sales were deeply impacted by the continued closure of borders and the drop in tourist arrivals, along with the closure of restaurants. Wine sales were also negatively impacted by parallel trade, the main option for the mass audience of low- and mid-income consumers who switched to this channel for unbranded...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Wine in Morocco
Euromonitor International
July 2022

List Of Contents And Tables

WINE IN MOROCCO

KEY DATA FINDINGS

2021 DEVELOPMENTS

Wine sales heavily impacted by low tourist arrivals and parallel trade

Still red wine remains most popular option in category

Les Celliers de Meknes strengthens leadership of wine with a wide range of products

Value growth outpaces volume performance due to unit price increase

Non-alcoholic wine fails to achieve impressive sales

Increasing number of drinks specialists to topple monopoly of modern grocery retailers

Sales of fortified wine and vermouth remain negligible in Morocco

PROSPECTS AND OPPORTUNITIES

Dismantling of customs duties will lead to further fragmentation

Still red wine to drive forecast period growth

Subdued demand for sparkling wine over the forecast period

Local players will continue to maintain competitive prices

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2016-2021

Table 2 Sales of Wine by Category: Total Value 2016-2021

Table 3 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 16 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 17 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 25	Forecast Sales of Wine by Category: Total Volume 2021-2026
Table 26	Forecast Sales of Wine by Category: Total Value 2021-2026
Table 27	Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026
Table 28	Forecast Sales of Wine 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
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 1	Number of On-trade Establishments by Type 2015-2021
TAXATION AND DUTY LEVIES	
IMPORT TAX	
TAX INTERIOR DU CONSUMMATION OR INTERNAL CONSUMPTION TAX (TIC)	
CUSTOMS TAXES ON ALCOHOLIC DRINKS IMPORTED FROM NON-EUROPEAN COUNTRIES	
SPECIFIC VAT ON ALCOHOLIC DRINKS	
Summary 2	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 29	Retail Consumer Expenditure on Alcoholic Drinks 2016-2021
MARKET DATA	
Table 30	Sales of Alcoholic Drinks by Category: Total Volume 2016-2021
Table 31	Sales of Alcoholic Drinks by Category: Total Value 2016-2021
Table 32	Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021
Table 33	Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021
Table 34	Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021
Table 35	Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021
Table 36	Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 37 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 38 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 39 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 40 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 41 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 42 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 43 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 44 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wine in Morocco

Market Direction | 2022-07-15 | 34 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-22"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com