

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.

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

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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

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