

Spirits in Morocco

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Report description:

Spirits continued to struggle in 2021, with total volume sales shrinking by 4%. Weak disposable incomes continued to be the major barrier to greater consumption, a situation exacerbated by the closure of borders which led to a sharp drop in tourist arrivals. Moreover, consumption tax on spirits witnessed an excessive increase in 2021 to reach MAD16,000 (up from MAD15,000 in 2020). Unlike beer and wine, which benefit from local breweries and distilleries, all spirits brands are imported and there...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN MOROCCO

KEY DATA FINDINGS

2021 DEVELOPMENTS

Spirits continues to struggle in 2021 due to weak disposable incomes and lack of tourists

Other spirits the most dynamic performer in the category

Imports of more affordable spirits thrive amid weak economic conditions

Imports of Scotch whisky from the UK surge following Brexit deal

Flavoured options account for almost half of vodka sales

Chai Andrieux leads spirits due to dominance of domestic Mahia

PROSPECTS AND OPPORTUNITIES

Spirits to experience modest growth over forecast period

Local Mahia to continue to drive sales of spirits

Flavoured vodka will continue to gain in popularity

Further penetration by brands of gin and whiskies anticipated in the future

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

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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

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