

Wine in Morocco

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

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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.

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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

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