

Concentrates in Morocco

Market Direction | 2022-12-13 | 29 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Liquid concentrates sales remained stagnant in 2022 and posted negative off-trade volume growth due to the lack of innovation on the landscape. Consumers were not offered any new choices that would revive their interest; instead, the same products were available on the landscape as in the previous year.

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

CONCENTRATES IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers choose healthier options, dampening volume sales

Major players retain their leads despite the entrance of new brands

Flavour innovations underperform as locals prefer traditional flavours

PROSPECTS AND OPPORTUNITIES

On-trade boosts sales of liquid concentrates while powder concentrates struggle

Lack of innovation and advertising stifles sales in liquid concentrates

Manufacturers will focus on health and wellness offerings

CATEGORY DATA

Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 3 Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

SOFT DRINKS IN MOROCCO

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 25 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 26 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 27 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 28 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 29 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 30 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 31 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 32 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 34 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 38 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 40 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

APPENDIX

Fountain sales in Morocco

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Concentrates in Morocco

Market Direction | 2022-12-13 | 29 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="2025-05-05"/>
		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