

Energy Drinks in Morocco

Market Direction | 2022-12-13 | 27 pages | Euromonitor

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Report description:

Due to ongoing urbanisation in the country, and the high number of young people living in Morocco, sales of energy drinks recorded positive current retail value growth in 2022. Since those products are mainly available and consumed in bigger cities, urbanisation continues to stimulate sales. In addition, students often consume energy drinks during exam weeks or during active social lives. They are also highly consumed at night time in clubs and bars, mixed with alcohol. As well as being mixed, t...

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

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Young adult consumers boost sales, primarily through the on-trade

Volume sales benefit from new players who retail at lower price-points

Red Bull retains its lead, benefiting from heavy advertising and sponsorships

PROSPECTS AND OPPORTUNITIES

Urbanisation and increasing availability boost volume growth

Falling unit prices as the entry of economy products drive volume sales

On-trade sales drive total sales, as venues achieve higher sales than retail

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