

Hot Drinks in Morocco

Market Direction | 2022-12-08 | 36 pages | Euromonitor

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Report description:

In 2022, the Moroccan economy has been negatively impacted by the fallout from the COVID-19 pandemic, which has resulted in higher unemployment and lower disposable incomes. As such, many Moroccans have become increasingly price-sensitive, reviewing their purchases and switching to cheaper alternatives. This includes consumers switching from coffee to the more affordable option of green tea, negatively impacting the coffee landscape. Unpackaged loose products continued to gain a foothold during...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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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