

## **Juice in Morocco**

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

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### **Report description:**

Juice continued to register negative growth in 2022. The main reason behind the contraction of packaged juice sales is the popularity of unpackaged juice in the country. Morocco is one of the biggest global producers of oranges, with annual production estimated at 2.5 million tonnes. However, oranges are either exported or supplied to the local market, with a very small quantity being channelled into packaged juice processing. Local suppliers prefer to sell oranges to local markets or export the...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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## Table of Contents:

Juice in Morocco  
Euromonitor International  
December 2022

### List Of Contents And Tables

#### JUICE IN MOROCCO

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

A decline in off-trade volume sales as consumers reach for fresh juice  
Major players cut production costs and invest less in innovation  
Vegetable juices launch, aligning with growing organic and health trends  
PROSPECTS AND OPPORTUNITIES

Home-made and on-trade fresh juice challenge growth  
High prices and declining disposable incomes challenge forecast sales  
100% juice and nectars lose sales to cheaper juice drinks

##### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022  
Table 2 Off-trade Sales of Juice by Category: Value 2017-2022  
Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022  
Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022  
Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022  
Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022  
Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022  
Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027  
Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027  
Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027  
Table 12 □Forecast Off-trade Sales of Juice 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022  
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022  
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022  
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022  
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021  
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021  
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021  
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 26 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 27 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 28 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 29 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 30 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 31 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 32 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 33 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 34 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 35 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 36 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 37 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 38 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

#### APPENDIX

Fountain sales in Morocco

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SOURCES

Summary 1 Research Sources

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