

## **Soft Drinks in Morocco**

Market Direction | 2022-12-13 | 70 pages | Euromonitor

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### **Report description:**

In 2022, the Moroccan economy was negatively impacted by the fallout from the COVID-19 pandemic, which has led to increased unemployment across the country, resulting in lower disposable incomes. Since most Moroccans become price sensitive during hard economic conditions, many are looking to switch to cheaper alternatives when it comes to soft drinks, including home-made freshly squeezed juices. Another tactic consumers have used to save costs, is to install a purification system for tap water.

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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## CARBONATES IN MOROCCO

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#### 2022 DEVELOPMENTS

Rising prices and a shift to healthier options challenges sales in 2022

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