

## Tea in Morocco

Market Direction | 2022-12-08 | 22 pages | Euromonitor

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### Report description:

Green tea continued to dominate hot drinks, registering the highest growth level. As well as being a traditionally popular drink, green tea benefited from an increasing amount of price-sensitive consumers, switching back to green tea from other hot drinks, appreciating the low price point. Its dynamic growth is also attributed to the large range of brands available, leading to tough competition, price reduction, and big promotions.

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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Black tea struggles as local consumers prefer green tea options

Convenience and added-value drives sales of fruit/herbal tea

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