

Beer in Morocco

Market Direction | 2023-06-26 | 30 pages | Euromonitor

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Report description:

Following free trade agreements signed by Morocco with its economic partners such as the EU, the US and other countries, customs authorities have been applying a gradual reduction on customs duties on beer and wine. Beer customs duties were completely dismantled in 2022, with duties of 4.9% having been levied in 2021 and 9.8% in 2020. The lifting of customs duties mainly impacted imported premium beer, which saw a marked influx of newly imported brands - a process that led to the further fragmen...

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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