

Beer in Morocco

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beer in Morocco
Euromonitor International
June 2023

List Of Contents And Tables

BEER IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Free trade agreements lead to influx of imported beer

New consumption tax presents a challenge

Local player remains dominant

PROSPECTS AND OPPORTUNITIES

Ongoing expansion of imported beer offer

Non alcoholic beer to perform well from low base

Groupe des Brasseries du Maroc SA's leadership expected to be shaken

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2022

CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2017-2022

Table 2 Sales of Beer by Category: Total Value 2017-2022

Table 3 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Beer by Craft vs Standard 2017-2022

Table 10 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 11 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 13 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 14 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 15 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 16 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN MOROCCO

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

Removal of customs duties leads to massive influx of imported products

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 17 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Table 18 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 26 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 27 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 28 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 29 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 30 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 34 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Beer in Morocco

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com