

Spirits 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:

Spirits continued to see a poor performance in 2022 recording flat sales during the year. Pressures on consumers' disposable income continued to be the major barrier to greater consumption. Most spirits are still expensive for the majority of Moroccan consumers and are mostly consumed by upper-income consumers, who are frequent travellers abroad and purchase their needs from duty free shops at better prices. However, on-trade sales saw a rebound during the year due to the rising number of tourists...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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:

Spirits in Morocco
Euromonitor International
June 2023

List Of Contents And Tables

SPIRITS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spirits sees flat sales

Consumers trade down to lower-priced vodka and whiskies

A relatively fragmented category

PROSPECTS AND OPPORTUNITIES

Economic conditions to sharpen consumers' focus on price

Continued demand for mahia

Vodka, gin and whiskies set to perform well

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2022

CATEGORY DATA

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

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

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

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

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

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

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

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

Table 9 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 10 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 11 □Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 12 □Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 13 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 14 □GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 15 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 17 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 18 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 19 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 20 □Forecast Sales of Spirits 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 21 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Table 22 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 23 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Spirits 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-05
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com