

## **Wine in Morocco**

Market Direction | 2023-06-26 | 31 pages | Euromonitor

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### **Report description:**

Still red wine is very popular amongst wine consumers and it is the most consumed amongst still grape varieties. In 2022, sales were boosted by the revival of tourist arrivals and the complete opening of bars and restaurants. After beer, still red wine is the second most popular alcoholic drink in Morocco and is particularly popular amongst the younger generation of consumers of legal drinking age, because of the large number of good quality and affordable domestic brands in the market. On the o...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- \* Get a detailed picture of the Wine 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

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New alcohol-free varieties, but sparkling wine and fortified wine perform poorly  
Les Celliers de Meknes remains the largest player

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