

Bottled Water in Morocco

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Report description:

Packaged water saw fast growth during 2023, with sales rising from a low base, having plenty of room to expand. In addition, due to drought and the low quality of tap water, particularly in coastal cities where tourists visit, many consumers switched to bottled water. Furthermore, Morocco experienced extreme heat in 2023, when the temperature reached high levels, prompting local consumers and tourists to consume more bottled water. This was only aided by the growing health and wellness trend, wh...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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.

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Sales of larger formats decline and players focus on profitable smaller options

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