

## **Carbonates in Morocco**

Market Direction | 2023-12-07 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Although carbonates posted negative off-trade volume growth, performance was slightly better than in 2022. This was attributed to the hot weather in the country, with a summer lasting from May until October, leading consumers to switch from hot drinks options to soft drinks, in particular, cola carbonates. In addition, the resumption of ceremonies and parties in 2023, where carbonates are largely served, aided sales of the product throughout the year.

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Carbonates in Morocco  
Euromonitor International  
December 2023

List Of Contents And Tables

### CARBONATES IN MOROCCO

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hot weather and the return of social occasions aid retail volume sales

Rising health trends drive demand for reduced sugar carbonates in 2023

Carbonate players keep costs low and run promotions to maintain volume sales

#### PROSPECTS AND OPPORTUNITIES

Shifts to healthier soft drink options challenge sales for carbonates

Changes in the competitive landscape impact the forecast period

Potential price hikes set to threaten retail volume sales across the coming years

#### CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 10 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 11 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 12 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 13 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 14 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 16 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

### SOFT DRINKS IN MOROCCO

#### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022  
Table 22 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022  
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022  
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022  
Table 25 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 26 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 27 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 28 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 29 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 30 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 31 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 32 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

#### APPENDIX

Fountain sales in Morocco

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Carbonates in Morocco

Market Direction | 2023-12-07 | 31 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	<input type="text" value="2025-05-06"/>
		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