

Coffee in Morocco

Market Direction | 2023-12-07 | 23 pages | Euromonitor

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Report description:

The hot summer of 2022 and 2023 extended over six months in Morocco, from March to September. This prompted local consumers to avoid hot drinks such as coffee, migrating to soft drink options. This worked towards the category recording modest volume growth in 2023.

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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.

Table of Contents:

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List Of Contents And Tables

COFFEE IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hot weather and unpackaged goods challenge sales of coffee in 2023

Fresh-ground coffee pods drive growth as players focus on appealing deals

Instant coffee loses share as consumers preference quality over convenience

PROSPECTS AND OPPORTUNITIES

Retailers implement deals and discounts to retain retail volume growth

The rising availability of affordable coffee pod machines boosts growth

The preference for coffee pods challenges growth for instant coffee

CATEGORY DATA

Table 1 Retail Sales of Coffee by Category: Volume 2018-2023

Table 2 Retail Sales of Coffee by Category: Value 2018-2023

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 4 Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 5 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023

Table 6 NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 7 LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 8 Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 9 Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 10 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 11 □Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

HOT DRINKS IN MOROCCO

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 13 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 14 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 15 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 16 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 17 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 18 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 19 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 20 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 21 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 22 ☐NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
Table 23 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
Table 24 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
Table 25 ☐Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
Table 26 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
Table 27 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
Table 28 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
Table 32 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
Table 33 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
Table 34 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
Table 35 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
Table 36 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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