

Concentrates in Morocco

Market Direction | 2023-12-07 | 28 pages | Euromonitor

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Report description:

Liquid concentrates sales posted positive growth in 2023, aided by an ongoing trend of mixing still or sparkling water or cold milk with liquid concentrates, namely pomegranate, the best-selling flavour in Morocco.

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Sales benefit from affordable prices and rising health trends

Players develop health-focused products to boost retail volume sales

Health concerns and negative perceptions impact sales of powder concentrates

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Liquid concentrates benefit from its affordability across the forecast period

Lack of innovation and advertising stifles sales in liquid concentrates

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