

Energy Drinks in Morocco

Market Direction | 2023-12-07 | 26 pages | Euromonitor

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Report description:

Due to urbanisation and the rising number of consumers aged 18-24 in Morocco, sales of energy drinks recorded dynamic growth in 2023. Ongoing urbanisation stimulates sales since these products are mainly available and consumed in bigger cities. Moreover, energy drinks consumption became popular among consumers aged 18-24, thanks to huge advertisements and the sponsorship of sports activities. For example, Red Bull has actively sponsored extreme sports, such as the Red Bull Cross-Country Rallies...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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Rising urbanisation and significant advertising boosts sales of energy drinks

On-trade sales lead as consumers reach for energy drinks on evenings out

Red Bull maintains its lead thanks to strong advertising and consumer awareness

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Falling unit prices as the entry of economy products drive volume sales

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