

Hot Drinks in Morocco

Market Direction | 2023-12-07 | 35 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2023, the Moroccan economy was negatively impacted by rising inflation, high unemployment levels and lower disposable incomes, leading to a slowdown in retail volume sales. The prices of raw materials and consumer goods, particularly energy, reached historic highs. This led households to reevaluate their budgets, focusing their reduced disposable incomes on essentials, with many viewing some hot drinks as unessential. Furthermore, the easy availability of unpackaged loose products continued t...

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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.

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

www.scotts-international.com

Table of Contents:

Hot Drinks in Morocco
Euromonitor International
December 2023

List Of Contents And Tables

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

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 □ Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 □ NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 □ LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 □ Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 □ Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 □ Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 □ Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 □ Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 □ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 21 □ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 □ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 □ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 24 □ Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 □ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 26 Retail Sales of Coffee by Category: Volume 2018-2023
Table 27 Retail Sales of Coffee by Category: Value 2018-2023
Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023
Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023
Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023
Table 31 NBO Company Shares of Coffee: % Retail Value 2019-2023
Table 32 LBN Brand Shares of Coffee: % Retail Value 2020-2023
Table 33 Forecast Retail Sales of Coffee by Category: Volume 2023-2028
Table 34 Forecast Retail Sales of Coffee by Category: Value 2023-2028
Table 35 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
Table 36 □Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

TEA IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of green tea rise as consumers switch to more affordable hot drinks
Promotional activities by leading players drive retail volume sales
Consumers preference for green tea challenges sales of black tea

PROSPECTS AND OPPORTUNITIES

Green tea continues to drive sales, benefiting from a broad appeal
Health and wellness qualities aid sales of tea over the forecast period
Black tea continues to struggle as consumers look for more affordable options

CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2018-2023
Table 38 Retail Sales of Tea by Category: Value 2018-2023
Table 39 Retail Sales of Tea by Category: % Volume Growth 2018-2023
Table 40 Retail Sales of Tea by Category: % Value Growth 2018-2023
Table 41 NBO Company Shares of Tea: % Retail Value 2019-2023
Table 42 LBN Brand Shares of Tea: % Retail Value 2020-2023
Table 43 Forecast Retail Sales of Tea by Category: Volume 2023-2028
Table 44 Forecast Retail Sales of Tea by Category: Value 2023-2028
Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
Table 46 □Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

OTHER HOT DRINKS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other hot drinks sales suffer from being considered a luxury
Home baking and health trends drive sales of other hot drinks
Price sensitivity boosts sales of private label as consumers trade down

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Health concerns and economic uncertainty leads to slow retail volume growth

The growing popularity of flavoured milk dampens growth

Lack of product development and advertising support challenges sales

CATEGORY DATA

Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 48 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 56 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

Hot Drinks in Morocco

Market Direction | 2023-12-07 | 35 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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	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