

Juice in Morocco

Market Direction | 2023-12-07 | 29 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Overall, juice posted positive retail volume and value growth in 2023, with demand driven by the soaring prices of fresh fruits, mainly oranges. When oranges are abundant and their price per kg drops, Moroccan consumers often make homemade, natural juice. However, when there are fewer oranges and prices rise, as in 2023, consumers will switch to the more affordable option of buying juice in packaged format.

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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:

Juice in Morocco
Euromonitor International
December 2023

List Of Contents And Tables

JUICE IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice gains ground as consumers switch from homemade juice to packaged alternatives

Consumers trade down to economy offerings as players opt not to offer discounts

Players launch organic products to align with the rising health and wellness trends

PROSPECTS AND OPPORTUNITIES

The rising interest in health boosts sales of juice over the coming years

Homemade juice and small juice kiosks challenge sales for packaged juice

Nectars lose retail volume sales to cheaper juice drink options

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 2 Off-trade Sales of Juice by Category: Value 2018-2023

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 12 Forecast Off-trade Sales of Juice 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 26 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 27 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 28 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 29 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 30 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 31 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 32 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 35 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 36 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 37 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 38 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

Juice in Morocco

Market Direction | 2023-12-07 | 29 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com