

Other Hot Drinks in Morocco

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Report description:

Other hot drinks continued to be the smallest area of the hot drinks landscape, being mainly comprised of flavoured powder drinks. The landscape struggles to establish itself in Morocco, as hot chocolate-based drinks are considered a luxury and non-essential product. As such, while most price-sensitive consumers cut their spending during 2023, items such as other hot drinks are quickly left on shopping lists.

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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.

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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

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The growing popularity of flavoured milk dampens growth

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