

## **Tea in Morocco**

Market Direction | 2023-12-07 | 22 pages | Euromonitor

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### **Report description:**

Green tea continued to dominate hot drinks, seeing the best performance in 2023 with double-digit retail value growth. Green tea benefits from being a very popular hot drink in Morocco, and sales rose in 2023 as price-sensitive consumers switched from more expensive hot drink options to green tea, offered at more affordable price points. Its dynamic growth is also attributed to the large range of brands available on the landscape, leading to fierce competition and competitive strategies, includi...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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](mailto:support@scotts-international.com)

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## Table of Contents:

Tea in Morocco  
Euromonitor International  
December 2023

### List Of Contents And Tables

#### 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 1 Retail Sales of Tea by Category: Volume 2018-2023

Table 2 Retail Sales of Tea by Category: Value 2018-2023

Table 3 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 4 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 6 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 7 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 8 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

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

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

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Table 21 ☐NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 22 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 23 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 24 ☐Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 25 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2023  
Table 26 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028  
Table 27 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028  
Table 28 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028  
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028  
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028  
Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028  
Table 32 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028  
Table 33 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028  
Table 34 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028  
Table 35 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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