

Alcoholic Drinks in Morocco

Market Direction | 2024-06-25 | 61 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Morocco's economy has come under pressure in recent years, with drought causing issues for agriculture and reducing local wine production significantly in 2022. The war in Ukraine continued to leave its impact with energy and raw material prices still elevated and Morocco facing a second year of high inflation in 2023. The high price of food and energy was felt by consumers with household consumption remaining under pressure in 2023. Locals limited their expenditure on more expensive alcoholic d...

Euromonitor International's Alcoholic 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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:

Alcoholic Drinks in Morocco
Euromonitor International
June 2024

List Of Contents And Tables

ALCOHOLIC DRINKS IN MOROCCO

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 14 ☐Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 15 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer registers strong performance with on-trade seeing full recovery to pre-pandemic levels

Influx of imported beers leads to fragmentation

Groupe des Brasseries du Maroc SA announces end of Heineken license

PROSPECTS AND OPPORTUNITIES

Fragmentation to continue as imported brands flood market

Non-alcoholic beer to perform well from low base

Competition to intensify in beer category

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2023

Table 17 Number of Breweries 2018-2023

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2018-2023

Table 19 Sales of Beer by Category: Total Value 2018-2023

Table 20 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 21 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 26 ☐Sales of Beer by Craft vs Standard 2018-2023

Table 27 ☐GBO Company Shares of Beer: % Total Volume 2019-2023

Table 28 ☐NBO Company Shares of Beer: % Total Volume 2019-2023

Table 29 ☐LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 30 ☐Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 31 ☐Forecast Sales of Beer by Category: Total Value 2023-2028

Table 32 ☐Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 33 ☐Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sales boosted by higher tourism levels

Non-alcoholic wine enjoys strong growth

Local wine loses out to imported options

PROSPECTS AND OPPORTUNITIES

Promising outlook for wine category

Growing range of imported wines to boost consumer choice

Still red wine to shine among locals

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 34 Sales of Wine by Category: Total Volume 2018-2023

Table 35 Sales of Wine by Category: Total Value 2018-2023

Table 36 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 37 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 39 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023

Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 46 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 47 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 48 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 49 □GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 50 □NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 51 □LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 52 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 53 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 54 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 55 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 56 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 57 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 58 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 59 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 60 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 61 □Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 62 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 63 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 64 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits register stagnant performance

Cheap imported spirits brands resonate with locals

White rum reports fastest volume growth

PROSPECTS AND OPPORTUNITIES

Positive outlook as tourism fuels sales in the on trade

Mahia to remain the firm favourite among Moroccans

Vodka enjoys strong appeal due to affordability

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 5 Benchmark Brands 2023

CATEGORY DATA

Table 65 Sales of Spirits by Category: Total Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 66 Sales of Spirits by Category: Total Value 2018-2023

Table 67 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 68 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 69 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 70 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 71 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 72 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 73 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 74 □Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 75 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 76 □Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 77 □Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 78 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 79 □GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 80 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 81 □LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 82 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 83 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 84 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 85 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

RTDS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited offering and consumer appeal holds back RTDs

On-trade recovery provides some optimism

Flavoured vodkas create strong competition for RTDs

PROSPECTS AND OPPORTUNITIES

Tourism will dictate sales performance in RTDs

Preference for blending own drinks hinders category development

CATEGORY DATA

Table 86 Sales of RTDs by Category: Total Volume 2018-2023

Table 87 Sales of RTDs by Category: Total Value 2018-2023

Table 88 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 89 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 90 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 91 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 92 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 93 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 94 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 95 □NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 96 □LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 97 □Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 98 □Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 99 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 100 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Alcoholic Drinks in Morocco

Market Direction | 2024-06-25 | 61 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	<input type="text" value="2025-05-05"/>
		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