

## **Beer in Morocco**

Market Direction | 2024-06-25 | 30 pages | Euromonitor

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### **Report description:**

Retail volume sales of beer in Morocco registered dynamic growth due to several factors. Declining purchasing power prompted consumers to shy away from expensive wine and spirits, with many swapping to beer as it is considered cheaper. The dismantling of customs led to the entrance of several imported beers at affordable prices. Thriving tourism in Morocco boosted on-trade sales in 2023, with foreign tourists returning in the aftermath of the pandemic. Imported beer is consumed largely in on-tra...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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Euromonitor International  
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