

## **Rtds in Morocco**

Market Direction | 2024-06-25 | 23 pages | Euromonitor

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### **Report description:**

The RTDs category in Morocco continues to achieve extremely low sales in 2023, but also saw its volume sales fall further during the year. The category struggled throughout the review period, as the number of products on offer remained limited to two key brands, namely Smirnoff Ice and Bacardi Breezer, in the spirits-based RTDs category. Amid low demand for such products, importers were discouraged both from importing any more products and from introducing new flavours. There has, therefore, been...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- \* Get a detailed picture of the RTDs 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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