

Spirits in Morocco

Market Direction | 2024-06-25 | 29 pages | Euromonitor

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Report description:

Spirits in Morocco continued its poor performance with flat volume sales in 2023. Lower disposable incomes continued to be the main barrier to consumption, as most spirits are still expensive for the majority of Moroccans. The main consumers of spirits are upper-income groups who travel frequently abroad and purchase their needs from duty-free shops at more affordable prices. However, on-trade sales saw a rebound due to the rising number of tourists.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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Spirits register stagnant performance

Cheap imported spirits brands resonate with locals

White rum reports fastest volume growth

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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

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