

## **Wine in Morocco**

Market Direction | 2024-06-25 | 31 pages | Euromonitor

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### **Report description:**

Wine in Morocco saw modest volume growth in 2023, with demand supported by the rise in foreign tourist arrivals. The country's success at the 2022 FIFA World Cup in Qatar had a noticeable impact on tourism, by attracting more travellers to the country. Wine is widely consumed by tourists visiting the country, although red wine is also a key favourite among Moroccans. Indeed, red wine is the second most popular alcoholic drink after beer, especially among young adults, due to the large number of...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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