

Carbonates in Morocco

Market Direction | 2025-01-10 | 32 pages | Euromonitor

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Report description:

Carbonates have emerged as the second fastest-growing soft drink category after bottled water in 2024, driven primarily by the consistently hot weather, which has encouraged consumers to choose refreshing soft drinks such as cola carbonates over hot beverages. Despite being perceived as less healthy, carbonates have remained attractive due to their relatively lower price compared to juice, making them a more appealing option for financially constrained consumers. Additionally, the resumption of...

Euromonitor International's Carbonates 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 (2020-2024), 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, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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