

## **Energy Drinks in Morocco**

Market Direction | 2025-01-10 | 27 pages | Euromonitor

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### **Report description:**

Energy drinks in Morocco has been marked by dynamic growth in 2024, characterised by increasing fragmentation due to the entry of new players and brands, particularly within the economy segment. Brands such as Upgrade, Blu, Rockstar, Sting, Monster, Black Energy, Royal Club, and Hype Energy Drinks have significantly broadened consumer options in the category. This influx of lower-priced products has intensified competition, leading established players to reduce prices slightly in an effort to ma...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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