



Spirits in Morocco

June 2024

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Spirits in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits register stagnant performance
Cheap imported spirits brands resonate with locals
White rum reports fastest volume growth

PROSPECTS AND OPPORTUNITIES

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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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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