



# Spirits in Morocco

June 2023

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## Spirits in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Spirits sees flat sales

Consumers trade down to lower-priced vodka and whiskies

A relatively fragmented category

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Economic conditions to sharpen consumers' focus on price

Continued demand for mahia

Vodka, gin and whiskies set to perform well

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

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