

# Bottled Water in Morocco

December 2023

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## Bottled Water in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive growth driven by extreme heat and the return of tourists

Still purified and carbonated water drive growth, with trading down and foodservice boosting sales

Sales of larger formats decline and players focus on profitable smaller options

#### PROSPECTS AND OPPORTUNITIES

Consumers increasingly shift to bottled water, searching for better quality

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