

# Cider/Perry in Morocco

July 2022

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## 2021 DEVELOPMENTS

### Alcoholic Drinks in Morocco - Industry Overview

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

Reduction of customs duties offset by rising consumption tax

Companies compete by expanding product offer while maintaining low prices

Players open their own stores to offer competitive prices

Significant decline for on-trade with closure of horeca and limited tourism due to pandemic

What next for alcoholic drinks?

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