

Juice in Morocco

December 2023

Table of Contents

Juice in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice gains ground as consumers switch from homemade juice to packaged alternatives Consumers trade down to economy offerings as players opt not to offer discounts Players launch organic products to align with the rising health and wellness trends

PROSPECTS AND OPPORTUNITIES

The rising interest in health boosts sales of juice over the coming years

Homemade juice and small juice kiosks challenge sales for packaged juice

Nectars lose retail volume sales to cheaper juice drink options

CATEGORY DATA

- Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

Soft Drinks in Morocco - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 26 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 27 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 29 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 30 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 31 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 32 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 35 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 36 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 38 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in Morocco

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SOURCES

Summary 1 - Research Sources

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