

# Spirits in Morocco

June 2023

**Table of Contents** 

## 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

## PROSPECTS AND OPPORTUNITIES

Economic conditions to sharpen consumers' focus on price

Continued demand for mahia

Vodka, gin and whiskies set to perform well

#### CATEGORY BACKGROUND

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

Summary 1 - Benchmark Brands 2022

#### CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2017-2022

Table 2 - Sales of Spirits by Category: Total Value 2017-2022

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 10 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 11 - Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 12 - Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 13 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 14 - GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 15 - NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 - LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 17 - Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 18 - Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 19 - Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 20 - Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

## Alcoholic Drinks in Morocco - Industry Overview

## **EXECUTIVE SUMMARY**

Alcoholic drinks in 2022: The big picture

Removal of customs duties leads to massive influx of imported products

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 21 - Number of On-trade Establishments by Type 2016-2022

## TAXATION AND DUTY LEVIES

Table 22 - Taxation and Duty Levies on Alcoholic Drinks 2022

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 23 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 24 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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## **SOURCES**

Summary 2 - Research Sources

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