

Wine in Morocco

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Still red wine still the most popular and a key sales driver of wine
New alcohol-free varieties, but sparkling wine and fortified wine perform poorly
Les Celliers de Meknes remains the largest player

PROSPECTS AND OPPORTUNITIES

More new entrants expected
Economic conditions likely to help to maintain importance of still red wine
Further challenges ahead for sparkling wine and fortified wine

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022
Table 2 - Sales of Wine by Category: Total Value 2017-2022
Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022
Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2017-2022
Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022
Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022
Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022
Table 16 - GBO Company Shares of Champagne: % Total Volume 2018-2022
Table 17 - NBO Company Shares of Champagne: % Total Volume 2018-2022
Table 18 - LBN Brand Shares of Champagne: % Total Volume 2019-2022
Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022
Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022
Table 25 - Forecast Sales of Wine by Category: Total Volume 2022-2027
Table 26 - Forecast Sales of Wine by Category: Total Value 2022-2027
Table 27 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
Table 28 - Forecast Sales of Wine 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 29 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Table 30 - 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 31 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 32 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 33 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 34 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 35 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 36 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 40 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 41 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 42 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 43 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 45 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-morocco/report.