

RTD Coffee in Morocco

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit volume sales growth as the landscape rises from a low base
Sales benefit from the hot climate as consumers migrate from hot coffee options
Starbucks offers a variety of flavours to the RTD coffee landscape

PROSPECTS AND OPPORTUNITIES

Rising availability and product awareness drive off-trade volume growth
Traditional coffee players look to launch RTD coffee to boost sales during summer

Soft Drinks in Morocco - Industry Overview

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