

Cider/Perry in Morocco

July 2022

Table of Contents

Cider/Perry in Morocco - Category analysis

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?

Chart 1 - Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

Chart 2 - Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

Chart 3 - Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

Chart 4 - Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 - Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

IMPORT TAX

TAX INTERIOR DU CONSUMMATION OR INTERNAL CONSUMPTION TAX (TIC)

CUSTOMS TAXES ON ALCOHOLIC DRINKS IMPORTED FROM NON-EUROPEAN COUNTRIES

SPECIFIC VAT ON ALCOHOLIC DRINKS

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 2 - Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 3 - Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 4 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 5 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

- Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021
- Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021
- Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021
- Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021
- Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021
- Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021
- Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026
- Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026
- Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026
- Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 - 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/cider-perry-in-morocco/report.