



**Euromonitor
International**

Soft Drinks in Morocco

November 2025

Table of Contents

EXECUTIVE SUMMARY

Affordability, health trends, and on-the-go consumption drives growth for soft drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Macroeconomic recovery and evolving retail dynamics drive soft drink sales in 2025

Health consciousness and sugar reduction shape consumer preferences

Trust, sustainability, and packaging influence soft drinks dynamic in 2025

WHAT'S NEXT?

Growth is expected to be driven by economic recovery, urbanisation and health awareness

Innovation and product diversification are expected to meet evolving consumer preferences

Price sensitivity, promotions, and widespread distribution will remain key

COMPETITIVE LANDSCAPE

Les Eaux Minérales d'Oulmès and Coca-Cola Morocco leads soft drinks in 2025

Les Eaux Minérales d'Oulmès and Agro Juice Processing SA drive growth in 2025

CHANNELS

Small local grocers drives sales while discounters continues to expand in Morocco

The on-trade channel outpaces off-trade amid tourism-driven demand and premiumisation

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Morocco

COUNTRY REPORTS DISCLAIMER

Summary 1 - Research Sources

[Bottled Water in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for bottled water is driven by health, climate, and tourism trends

INDUSTRY PERFORMANCE

Demand for bottled water rises in Morocco amid hot weather and health consciousness
Still bottled water leads growth as consumers associate it as being a healthier option

WHAT'S NEXT?

Urbanisation, health and climate conditions are set to support ongoing growth for bottled water
Environmental and health trends drive bottled water towards recycled and refillable formats
Water purification systems are set to challenge growth across the forecast period

COMPETITIVE LANDSCAPE

Les Eaux Minérales d'Oulmès retains its leadership through trusted brands and packaging innovation
Lodep Sarl records double-digit growth through its brand Mondariz

CHANNELS

Proximity and affordability drive sales through small local grocers in Morocco
Supermarkets drives growth in bottled water through expanding neighbourhood outlets and promotions

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025
Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025
Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025
Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025
Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025
Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025
Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025
Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025
Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030
Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030
Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030
Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Carbonates in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health awareness and convenience shape carbonates during 2025 in Morocco

INDUSTRY PERFORMANCE

Flat off-trade volume growth for carbonates amid economic recovery and rising health awareness

Rising health awareness drives growth in reduced sugar carbonates during 2025

WHAT'S NEXT?

Modest growth is forecast for carbonates amid health awareness and category maturity

Innovate packaging will respond to affordability and sustainability challenges

Taxation, health, and sustainability are expected to shape carbonates across the forecast period

COMPETITIVE LANDSCAPE

Coca-Cola Morocco maintains its leadership through strategic agility and consumer confidence

Local agility drives growth for Sodalmu SA's in carbonates during 2025

CHANNELS

Small local grocers retains its lead through convenience, while providing single-serving formats

Vending and forecourt retailers drive growth while discounters expands during 2025

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Concentrates in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates face a health-driven decline despite strong retail availability

INDUSTRY PERFORMANCE

Health concerns and improved fruit availability challenge growth in 2025

Powder concentrates record the weakest decline as low prices slow the shift away from concentrates

WHAT'S NEXT?

Health-driven shifts and improved fruit supply will continue to challenge sales of concentrates

Digital engagement and foodservice are expected to support sales of concentrates

Subsidy reforms and sugar scrutiny are set to accelerate the shift toward lower-sugar concentrates

COMPETITIVE LANDSCAPE

Bourchanin & Cie SA retains its leadership due to long-standing penetration

M R Renouvo and Teisseire France lead growth in Moroccan concentrates in 2025

CHANNELS

Hypermarkets leads distribution of powder concentrates while small local grocers leads liquid concentrates

Supermarkets and retail e-commerce drive growth in concentrates in 2025

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Juice in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability, health, and organic trends drive modest growth for juice in 2025

INDUSTRY PERFORMANCE

Growth reflects affordability pressures and rising interest in premium organic options

Juice drinks (up to 24% juice) records growth through affordability, flavour, and accessibility

WHAT'S NEXT?

Affordability is set to shape growth as health trends and urbanisation lift juice demand

Innovation is expected to accelerate as producers modernise packaging and focus on digital engagement

Health policy and consumer expectations steer juice reformulation and sustainable innovation

COMPETITIVE LANDSCAPE

Leading brands consolidate share through affordability, distribution strength and consumer trust
Agro Juice Processing and Schwartauer Werke drive strong growth during 2025

CHANNELS

Proximity retail remains central to juice purchasing patterns in 2025
Supermarkets drives growth through urban expansion and wider assortments

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025
Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Coffee in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is driven by convenience, premium positioning, and modern retail

INDUSTRY PERFORMANCE

RTD coffee gains traction as a convenient refreshment in Morocco
RTD coffee grows through premium positioning and convenience

WHAT'S NEXT?

Growth is set to be driven by availability and lifestyle trends in Morocco
Innovation and strategic supply may drive RTD coffee growth in Morocco
Sustainability and packaging trends will influence RTD coffee over the forecast period

COMPETITIVE LANDSCAPE

Groupe Slaoui Investments maintains its dominance in RTD coffee in 2025
Starbucks Frappuccino Vanilla drives growth amid concentrated competition in Morocco

CHANNELS

Hypermarkets and proximity formats drive RTD coffee distribution in Morocco
Hypermarkets is the most dynamic distribution channel, enhancing accessibility

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025
Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025
Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025
Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025
Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Tea in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for RTD tea is driven by heightened accessibility and health trends

INDUSTRY PERFORMANCE

Off-trade volume sales are driven by strong accessibility and health-conscious choices

Still RTD tea drives growth as consumers reach for trusted, established brands

WHAT'S NEXT?

Steady growth in RTD tea is set to be driven by evolving retail and consumer dynamics

Digital retail is expected to accelerate impulse-driven RTD tea consumption

Health cues and safety assurances reinforce consumer confidence in RTD tea

COMPETITIVE LANDSCAPE

Consolidation and brand dynamics shape RTD tea in Morocco in 2025

Private label momentum drives growth for Casino France SAS in 2025

CHANNELS

Hypermarkets lead RTD tea sales as modern retailers offer ease and variety

Hypermarkets and digital channels support sales of RTD tea in 2025

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Energy Drinks in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for energy drinks is driven by urban demand and expanding choices

INDUSTRY PERFORMANCE

Energy drinks record modest growth in Morocco amid urban trial and on-trade support
Regular energy drinks drive volume growth in Morocco as sugar-free variants gain traction

WHAT'S NEXT?

Urbanisation and nightlife are expected to support ongoing growth for energy drinks
Digital engagement and local production are set to support energy drink growth
Policy and wellness trends are expected to drive sugar-free energy drink innovation

COMPETITIVE LANDSCAPE

Red Bull maintains its leadership through brand equity and omnichannel availability
PepsiCo gains share with value-focused energy drinks and modern-trade expansion

CHANNELS

On-trade drives energy drink consumption while hypermarkets leads retail sales
Specialist and digital channels accelerate energy drink availability in urban Morocco

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025
Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025
Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025
Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025
Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025
Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025
Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025
Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025
Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030
Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030
Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030
Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sports Drinks in Morocco](#)

2025 DEVELOPMENTS

Sports drinks is a niche category driven by powders and specialty retail

INDUSTRY PERFORMANCE

Sports drinks remain a niche category as consumer preference bottled water and energy drinks
Electrolyte powders and sachets are sold through specialty retailers and online marketplaces

WHAT'S NEXT?

Rising awareness and urban gyms may drive modest growth for sports drinks in Morocco
Digital and specialty retail are set to support the rise of sachet-based sports drinks
Policy and wellness trends are expected to favour lower-sugar hydration options

COMPETITIVE LANDSCAPE

A fragmented competitive landscape and limited presence keep sports drinks niche
Energy drinks limit the growth potential of sports drinks in Morocco

CHANNELS

Retail e-commerce and specialty retail lead sports drinks distribution in Morocco

Sports specialty retail drives sales of sports drinks in Morocco in 2025

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Asian Speciality Drinks in Morocco

2025 DEVELOPMENTS

Cafés and quick-commerce drive growth and accessibility of Asian specialty drinks

INDUSTRY PERFORMANCE

Bubble tea café expansion fuels early-stage growth for Asian specialty drinks

Bubble tea leads growth as cafés broaden menus and delivery access

WHAT'S NEXT?

Youth-oriented cafés are set to sustain momentum despite structural challenges

Digital ecosystems are expected to accelerate visibility and experimentation

Sustainability, safety oversight and wellness trends will shape the evolution of bubble tea cafés

COMPETITIVE LANDSCAPE

Gong cha consolidates its leadership through scale, visibility and delivery reach

Bubble King emerges as the most dynamic challenger in 2025

CHANNELS

Foodservice remains the core channel for Asian specialty drinks in 2025

Quick-commerce accelerates trial and reach for Asian specialty drinks

CATEGORY DATA

Table 145 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025

Table 146 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025

Table 147 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025

Table 148 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025

Table 149 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025

Table 150 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025

Table 151 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025

Table 152 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 153 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 154 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 155 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 156 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

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/soft-drinks-in-morocco/report.