KEY DATA FINDINGS

2022 DEVELOPMENTS

Free trade agreements lead to influx of imported beer
New consumption tax presents a challenge
Local player remains dominant

PROSPECTS AND OPPORTUNITIES

Ongoing expansion of imported beer offer
Non alcoholic beer to perform well from low base
Groupe des Brasseries du Maroc SA’s leadership expected to be shaken

CATEGORY BACKGROUND

Lager price band methodology
Summary 1 - Lager by Price Band 2022

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Alcoholic drinks in 2022: The big picture
Removal of customs duties leads to massive influx of imported products
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Retailing developments
On-trade vs off-trade split
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