

# Bottled Water in Morocco

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive growth driven by extreme heat and the return of tourists

Still purified and carbonated water drive growth, with trading down and foodservice boosting sales

Sales of larger formats decline and players focus on profitable smaller options

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Consumers increasingly shift to bottled water, searching for better quality

Competition is set to increase, driving retail volume sales of bottled water

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