

Hot Drinks in Morocco

December 2023

Table of Contents

Hot Drinks in Morocco

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hot weather and unpackaged goods challenge sales of coffee in 2023

Fresh-ground coffee pods drive growth as players focus on appealing deals

Instant coffee loses share as consumers preference quality over convenience

PROSPECTS AND OPPORTUNITIES

Retailers implement deals and discounts to retain retail volume growth

The rising availability of affordable coffee pod machines boosts growth

The preference for coffee pods challenges growth for instant coffee

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 - Retail Sales of Coffee by Category: Value 2018-2023

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023

Table 31 - NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 32 - LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 33 - Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 34 - Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 35 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 36 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Tea in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of green tea rise as consumers switch to more affordable hot drinks

Promotional activities by leading players drive retail volume sales

Consumers preference for green tea challenges sales of black tea

PROSPECTS AND OPPORTUNITIES

Green tea continues to drive sales, benefiting from a broad appeal

Health and wellness qualities aid sales of tea over the forecast period

Black tea continues to struggle as consumers look for more affordable options

CATEGORY DATA

Table 37 - Retail Sales of Tea by Category: Volume 2018-2023

Table 38 - Retail Sales of Tea by Category: Value 2018-2023

Table 39 - Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 40 - Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 41 - NBO Company Shares of Tea: % Retail Value 2019-2023

Table 42 - LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 43 - Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 44 - Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 45 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 46 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

Other Hot Drinks in Morocco

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other hot drinks sales suffer from being considered a luxury

Home baking and health trends drive sales of other hot drinks

Price sensitivity boosts sales of private label as consumers trade down

PROSPECTS AND OPPORTUNITIES

Health concerns and economic uncertainty leads to slow retail volume growth

The growing popularity of flavoured milk dampens growth

Lack of product development and advertising support challenges sales

CATEGORY DATA

Table 47 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 48 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 49 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 50 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 51 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 52 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 56 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

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/hot-drinks-in-morocco/report.