



**Euromonitor
International**

Asian Speciality Drinks in Morocco

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Asian Speciality Drinks in Morocco - Category analysis

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

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Quick-commerce accelerates trial and reach for Asian specialty drinks

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Soft Drinks in Morocco - Industry Overview

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

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

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