Euromonitor International

Juice in Morocco

November 2025

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Juice in Morocco - Category analysis

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

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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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