



**Euromonitor
International**

Energy Drinks in Morocco

November 2025

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Energy Drinks in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for energy drinks is driven by urban demand and expanding choices

INDUSTRY PERFORMANCE

Energy drinks record modest growth in Morocco amid urban trial and on-trade support

Regular energy drinks drive volume growth in Morocco as sugar-free variants gain traction

WHAT'S NEXT?

Urbanisation and nightlife are expected to support ongoing growth for energy drinks

Digital engagement and local production are set to support energy drink growth

Policy and wellness trends are expected to drive sugar-free energy drink innovation

COMPETITIVE LANDSCAPE

Red Bull maintains its leadership through brand equity and omnichannel availability

PepsiCo gains share with value-focused energy drinks and modern-trade expansion

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On-trade drives energy drink consumption while hypermarkets leads retail sales

Specialist and digital channels accelerate energy drink availability in urban Morocco

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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

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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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