

Rtds in Morocco

June 2023

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Rtds in Morocco - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Limited product offer faces growing competition from flavoured vodka Upturn in on-trade volume sales RTDs solely comprised of imported brands

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Further decline expected Little motivation for consumers to change habits

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Alcoholic Drinks in Morocco - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture Removal of customs duties leads to massive influx of imported products Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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Summary 1 - Research Sources

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