

# Other Hot Drinks in Morocco

January 2025

Table of Contents

#### Other Hot Drinks in Morocco - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Limited appeal of chocolate-based flavoured powder drinks amid financial constraints Lack of innovation and limited advertising stalling growth Packaging strategies and promotions to sustain interest

#### PROSPECTS AND OPPORTUNITIES

Gradual decline in demand for chocolate-based flavoured powder drinks Persistent challenges of limited availability and low awareness Rising competition from flavoured milk drinks

#### CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2019-2024
Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

#### Hot Drinks in Morocco - Industry Overview

#### EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture 2024 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for hot drinks?

#### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024 Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024 Table 13 - Retail Sales of Hot Drinks by Category: Volume 2019-2024 Table 14 - Retail Sales of Hot Drinks by Category: Value 2019-2024 Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024 Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024 Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024 Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024 Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024 Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024 Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024 Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024 Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024 Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024 Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024 Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029 Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

- Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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