

# **RTD** Coffee in Morocco

January 2025

Table of Contents

# RTD Coffee in Morocco - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rapid growth from a niche base Climatic influence on consumer preferences Starbucks' dominance and flavour innovations

### PROSPECTS AND OPPORTUNITIES

Dynamic growth with market expansion Local players poised to enter the market Enhanced product range and visibility

#### CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2019-2024Table 2 - Off-trade Sales of RTD Coffee: Value 2019-2024Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2024Table 9 - Forecast Off-trade Sales of RTD Coffee: % Value 2021-2024Table 10 - Forecast Off-trade Sales of RTD Coffee: % Volume 2024-2029Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

# Soft Drinks in Morocco - Industry Overview

## EXECUTIVE SUMMARY

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

#### MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024 Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024 Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024 Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024 Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024 Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024 Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024 Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024 Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024 Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024 Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2019-2024 Table 24 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2019-2024 Table 25 - Sales of Soft Drinks by Category: % Value Growth 2019-2024 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024 Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024 Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024 Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024 Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024 Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024 Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024 Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024 Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024 Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024 Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024 Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024 Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024 Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029 Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029 Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029 Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029 Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029 Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029 Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029 Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029 Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029 Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

# APPENDIX

Fountain sales in Morocco

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#### SOURCES

Summary 1 - Research Sources

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