



RTD Tea in Morocco

December 2023

Table of Contents

RTD Tea in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing visibility aids off-trade volume growth for RTD tea
Health trends and high temperatures see consumers reach for RTD tea
Lipton maintains its lead, however, affordable players gain ground

PROSPECTS AND OPPORTUNITIES

Increasing product availability and rising health trends aid retail sales of RTD tea
Players look to innovate through taste and flavour as local players enter
The popularity of freshly brewed tea continues to challenge sales

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023
Table 2 - Off-trade Sales of RTD Tea by Category: Value 2018-2023
Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023
Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Soft Drinks in Morocco - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 26 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 27 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 28 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 29 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 30 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 32 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 36 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 37 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 38 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in Morocco

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtd-tea-in-morocco/report.