

# Concentrates in Morocco

December 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales benefit from affordable prices and rising health trends  
Players develop health-focused products to boost retail volume sales  
Health concerns and negative perceptions impact sales of powder concentrates

#### PROSPECTS AND OPPORTUNITIES

Liquid concentrates benefit from its affordability across the forecast period  
Lack of innovation and advertising stifles sales in liquid concentrates  
Manufacturers set to focus on increasing their health and wellness offerings

#### CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 - Forecast Off-trade Sales of Concentrates 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 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 29 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 30 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 31 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

## APPENDIX

Fountain sales in Morocco

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## SOURCES

Summary 2 - Research Sources

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