



# Spirits in Morocco

June 2024

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## Spirits in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spirits register stagnant performance  
Cheap imported spirits brands resonate with locals  
White rum reports fastest volume growth

#### PROSPECTS AND OPPORTUNITIES

Positive outlook as tourism fuels sales in the on trade  
Mahia to remain the firm favourite among Moroccans  
Vodka enjoys strong appeal due to affordability

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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