

Energy Drinks in Morocco

December 2023

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Energy Drinks in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising urbanisation and significant advertising boosts sales of energy drinks
On-trade sales lead as consumers reach for energy drinks on evenings out
Red Bull maintains its lead thanks to strong advertising and consumer awareness

PROSPECTS AND OPPORTUNITIES

Urbanisation and increasing availability boost retail volume growth
Falling unit prices as the entry of economy products drive volume sales
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