



Euromonitor
International

Soft Drinks in Morocco

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EXECUTIVE SUMMARY

Affordability, health trends, and on-the-go consumption drives growth for soft drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Macroeconomic recovery and evolving retail dynamics drive soft drink sales in 2025

Health consciousness and sugar reduction shape consumer preferences

Trust, sustainability, and packaging influence soft drinks dynamic in 2025

WHAT'S NEXT?

Growth is expected to be driven by economic recovery, urbanisation and health awareness

Innovation and product diversification are expected to meet evolving consumer preferences

Price sensitivity, promotions, and widespread distribution will remain key

COMPETITIVE LANDSCAPE

Les Eaux Minérales d'Oulmès and Coca-Cola Morocco leads soft drinks in 2025

Les Eaux Minérales d'Oulmès and Agro Juice Processing SA drive growth in 2025

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INDUSTRY PERFORMANCE

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Still bottled water leads growth as consumers associate it as being a healthier option

WHAT'S NEXT?

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Environmental and health trends drive bottled water towards recycled and refillable formats
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COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Health concerns and improved fruit availability challenge growth in 2025

Powder concentrates record the weakest decline as low prices slow the shift away from concentrates

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Health-driven shifts and improved fruit supply will continue to challenge sales of concentrates

Digital engagement and foodservice are expected to support sales of concentrates

Subsidy reforms and sugar scrutiny are set to accelerate the shift toward lower-sugar concentrates

COMPETITIVE LANDSCAPE

Bourchanin & Cie SA retains its leadership due to long-standing penetration

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INDUSTRY PERFORMANCE

Growth reflects affordability pressures and rising interest in premium organic options

Juice drinks (up to 24% juice) records growth through affordability, flavour, and accessibility

WHAT'S NEXT?

Affordability is set to shape growth as health trends and urbanisation lift juice demand

Innovation is expected to accelerate as producers modernise packaging and focus on digital engagement

Health policy and consumer expectations steer juice reformulation and sustainable innovation

COMPETITIVE LANDSCAPE

Leading brands consolidate share through affordability, distribution strength and consumer trust
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INDUSTRY PERFORMANCE

RTD coffee gains traction as a convenient refreshment in Morocco
RTD coffee grows through premium positioning and convenience

WHAT'S NEXT?

Growth is set to be driven by availability and lifestyle trends in Morocco
Innovation and strategic supply may drive RTD coffee growth in Morocco
Sustainability and packaging trends will influence RTD coffee over the forecast period

COMPETITIVE LANDSCAPE

Groupe Slaoui Investments maintains its dominance in RTD coffee in 2025
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for RTD tea is driven by heightened accessibility and health trends

INDUSTRY PERFORMANCE

Off-trade volume sales are driven by strong accessibility and health-conscious choices

Still RTD tea drives growth as consumers reach for trusted, established brands

WHAT'S NEXT?

Steady growth in RTD tea is set to be driven by evolving retail and consumer dynamics

Digital retail is expected to accelerate impulse-driven RTD tea consumption

Health cues and safety assurances reinforce consumer confidence in RTD tea

COMPETITIVE LANDSCAPE

Consolidation and brand dynamics shape RTD tea in Morocco in 2025

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2025 DEVELOPMENTS

Growth for energy drinks is driven by urban demand and expanding choices

INDUSTRY PERFORMANCE

Energy drinks record modest growth in Morocco amid urban trial and on-trade support
Regular energy drinks drive volume growth in Morocco as sugar-free variants gain traction

WHAT'S NEXT?

Urbanisation and nightlife are expected to support ongoing growth for energy drinks
Digital engagement and local production are set to support energy drink growth
Policy and wellness trends are expected to drive sugar-free energy drink innovation

COMPETITIVE LANDSCAPE

Red Bull maintains its leadership through brand equity and omnichannel availability
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[Sports Drinks in Morocco](#)

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Sports drinks remain a niche category as consumer preference bottled water and energy drinks
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WHAT'S NEXT?

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Bubble tea leads growth as cafés broaden menus and delivery access

WHAT'S NEXT?

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Sustainability, safety oversight and wellness trends will shape the evolution of bubble tea cafés

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