



Euromonitor
International

Spirits in Morocco

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits still unaffordable for majority of Moroccans
Chai Andrieux maintains its stronghold in the spirits category
Small local grocers enjoy solid growth

PROSPECTS AND OPPORTUNITIES

Strong performance in on-trade will support category growth
Informal supply of spirits is challenge for legitimate trade
Innovation from lower alcohol and local spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Morocco - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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