



Euromonitor
International

Wine in Morocco

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine enjoys steady growth supported by local producers
Les Celliers de Meknes maintains strong position in 2024
Drink specialists consolidate the lead in wine distribution

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Off-trade expansion is set to gain traction
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Competitive landscape
Retail developments

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

OPERATING ENVIRONMENT

Contraband/parallel trade
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