



RTD Coffee in Morocco

November 2025

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RTD Coffee in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is driven by convenience, premium positioning, and modern retail

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

Starbucks Frappuccino Vanilla drives growth amid concentrated competition in Morocco

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Hypermarkets and proximity formats drive RTD coffee distribution in Morocco

Hypermarkets is the most dynamic distribution channel, enhancing accessibility

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Soft Drinks in Morocco - Industry Overview

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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Small local grocers drives sales while discounters continues to expand in Morocco

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