



**Euromonitor
International**

Tea in Morocco

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Green tea and wellness trends drive value growth of tea in Morrocco

INDUSTRY PERFORMANCE

Low inflation and tourism supports value sales of tea in Morocco in 2025
Green tea leads growth as health habits and wellness trends intensify

WHAT'S NEXT?

Tea is set for stable growth as proximity strength, competitive pricing and lifestyle trends reinforce demand
Digital and packaging shifts are set to reshape how Moroccan consumers access tea
Wellness, value-led sustainability and quality assurance will influence tea

COMPETITIVE LANDSCAPE

Sultan strengthens its lead as deep distribution and brand heritage drive its competitive advantage
Rising demand for green tea supports growth for Excelo SA in 2025

CHANNELS

Small local grocers lead sales of tea due to proximity and convenience
The expansion of discounters drives tea accessibility and promotions

CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2020-2025
- Table 2 - Retail Sales of Tea by Category: Value 2020-2025
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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EXECUTIVE SUMMARY

Pricing sensitive, retail expansion and the resilience of tea shapes hot drinks in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Pricing pressures and channel shifts drive value growth of hot drinks in Morrocco
Tea is the most dynamic category as staple purchasing, tourism and wellness trends accelerate growth
Price sensitivity narrows premium opportunities as brands focus on affordable sustainability

COMPETITIVE LANDSCAPE

Heritage strength and nationwide reach reinforce Mido Food Co's leadership in hot drinks
Marjane Holding SA drives strong growth through private label expansion

WHAT'S NEXT?

Growth is set to be driven by tea resilience, coffee premiumisation and expanding retail channels
Category leaders are set to strengthen distribution and defend value tiers amid evolving consumer expectations
Distribution shifts will reinforce premium growth opportunities as proximity formats anchor volume

CHANNELS

Proximity allows small local grocers to retain the lead of hot drinks distribution
Supermarkets outperforms as modern retail evolves and compact formats expand
Tourism-driven café recovery offsets gradual home-shift in premium coffee consumption

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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