



Euromonitor  
International

# Rtds in Morocco

July 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

RTDs have low appeal among locals  
Bourchanin & Cie SA leads with Smirnoff Ice  
Small local grocers is leading point of sale

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Tourism will dictate sales performance in RTDs  
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Cocktail-themed RTDs offer growth potential

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Retail developments  
On-trade vs off-trade split  
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Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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