

Carbonates in Morocco

November 2025

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2025 DEVELOPMENTS

Health awareness and convenience shape carbonates during 2025 in Morocco

INDUSTRY PERFORMANCE

Flat off-trade volume growth for carbonates amid economic recovery and rising health awareness

Rising health awareness drives growth in reduced sugar carbonates during 2025

WHAT'S NEXT?

Modest growth is forecast for carbonates amid health awareness and category maturity

Innovate packaging will respond to affordability and sustainability challenges

Taxation, health, and sustainability are expected to shape carbonates across the forecast period

COMPETITIVE LANDSCAPE

Coca-Cola Morocco maintains its leadership through strategic agility and consumer confidence

Local agility drives growth for Sodalmu SA's in carbonates during 2025

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Small local grocers retains its lead through convenience, while providing single-serving formats

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EXECUTIVE SUMMARY

Affordability, health trends, and on-the-go consumption drives growth for soft drinks

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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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