



**Euromonitor  
International**

# Soft Drinks in Morocco

November 2025

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### 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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## KEY DATA FINDINGS

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### INDUSTRY PERFORMANCE

Demand for bottled water rises in Morocco amid hot weather and health consciousness  
Still bottled water leads growth as consumers associate it as being a healthier option

### WHAT'S NEXT?

Urbanisation, health and climate conditions are set to support ongoing growth for bottled water  
Environmental and health trends drive bottled water towards recycled and refillable formats  
Water purification systems are set to challenge growth across the forecast period

### COMPETITIVE LANDSCAPE

Les Eaux Minérales d'Oulmès retains its leadership through trusted brands and packaging innovation  
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#### INDUSTRY PERFORMANCE

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Rising health awareness drives growth in reduced sugar carbonates during 2025

#### WHAT'S NEXT?

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## INDUSTRY PERFORMANCE

Health concerns and improved fruit availability challenge growth in 2025

Powder concentrates record the weakest decline as low prices slow the shift away from concentrates

## WHAT'S NEXT?

Health-driven shifts and improved fruit supply will continue to challenge sales of concentrates

Digital engagement and foodservice are expected to support sales of concentrates

Subsidy reforms and sugar scrutiny are set to accelerate the shift toward lower-sugar concentrates

## COMPETITIVE LANDSCAPE

Bourchanin & Cie SA retains its leadership due to long-standing penetration

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## CHANNELS

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## 2025 DEVELOPMENTS

Affordability, health, and organic trends drive modest growth for juice in 2025

## INDUSTRY PERFORMANCE

Growth reflects affordability pressures and rising interest in premium organic options

Juice drinks (up to 24% juice) records growth through affordability, flavour, and accessibility

## WHAT'S NEXT?

Affordability is set to shape growth as health trends and urbanisation lift juice demand

Innovation is expected to accelerate as producers modernise packaging and focus on digital engagement

Health policy and consumer expectations steer juice reformulation and sustainable innovation

## COMPETITIVE LANDSCAPE

Leading brands consolidate share through affordability, distribution strength and consumer trust  
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## CHANNELS

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### [RTD Coffee in Morocco](#)

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### 2025 DEVELOPMENTS

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## 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  
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### [RTD Tea in Morocco](#)

#### KEY DATA FINDINGS

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#### INDUSTRY PERFORMANCE

Off-trade volume sales are driven by strong accessibility and health-conscious choices

Still RTD tea drives growth as consumers reach for trusted, established brands

#### WHAT'S NEXT?

Steady growth in RTD tea is set to be driven by evolving retail and consumer dynamics

Digital retail is expected to accelerate impulse-driven RTD tea consumption

Health cues and safety assurances reinforce consumer confidence in RTD tea

#### COMPETITIVE LANDSCAPE

Consolidation and brand dynamics shape RTD tea in Morocco in 2025

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#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth for energy drinks is driven by urban demand and expanding choices

## INDUSTRY PERFORMANCE

Energy drinks record modest growth in Morocco amid urban trial and on-trade support  
Regular energy drinks drive volume growth in Morocco as sugar-free variants gain traction

## WHAT'S NEXT?

Urbanisation and nightlife are expected to support ongoing growth for energy drinks  
Digital engagement and local production are set to support energy drink growth  
Policy and wellness trends are expected to drive sugar-free energy drink innovation

## COMPETITIVE LANDSCAPE

Red Bull maintains its leadership through brand equity and omnichannel availability  
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## 2025 DEVELOPMENTS

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## INDUSTRY PERFORMANCE

Sports drinks remain a niche category as consumer preference bottled water and energy drinks  
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## WHAT'S NEXT?

Rising awareness and urban gyms may drive modest growth for sports drinks in Morocco  
Digital and specialty retail are set to support the rise of sachet-based sports drinks  
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## COMPETITIVE LANDSCAPE

A fragmented competitive landscape and limited presence keep sports drinks niche  
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### Asian Speciality Drinks in Morocco

## 2025 DEVELOPMENTS

Cafés and quick-commerce drive growth and accessibility of Asian specialty drinks

## INDUSTRY PERFORMANCE

Bubble tea café expansion fuels early-stage growth for Asian specialty drinks

Bubble tea leads growth as cafés broaden menus and delivery access

## WHAT'S NEXT?

Youth-oriented cafés are set to sustain momentum despite structural challenges

Digital ecosystems are expected to accelerate visibility and experimentation

Sustainability, safety oversight and wellness trends will shape the evolution of bubble tea cafés

## COMPETITIVE LANDSCAPE

Gong cha consolidates its leadership through scale, visibility and delivery reach

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