



Coffee in Morocco

November 2025

Table of Contents

Coffee in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home-barista trends and rising prices support growth for coffee in Morocco in 2025

INDUSTRY PERFORMANCE

Price rises, promotions and channel shifts drive retail value growth in coffee

Home-barista culture drives fast value growth for fresh ground coffee pods

WHAT'S NEXT?

Growth is set to remain modest as maturity limits gains, while premium formats accelerate

Logistics, local innovation, and event-driven demand is set to drive growth in coffee

Sustainability and wellness trends are set to influence coffee in Morocco

COMPETITIVE PERFORMANCE

Cafés Sahara and Nestlé Maroc lead coffee in 2025, driven by diversified portfolios and strong retail presence

Café Dubois drives dynamic growth in 2025 through brand diversification and retail e-commerce expansion

CHANNELS

Small local grocers retains its leadership in coffee distribution despite slight share decline

Supermarkets drive dynamic growth in coffee through expanded formats and promotions

CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 2 - Retail Sales of Coffee by Category: Value 2020-2025

Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2020-2025

Table 6 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 7 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 9 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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Hot Drinks in Morocco - Industry Overview

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 Morocco

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 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 36 - 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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