



Other Hot Drinks in Morocco

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and health concerns constrain growth of other hot drink in 2025

INDUSTRY PERFORMANCE

Trading-down limits growth as other hot drinks face subdued demand in 2025
Budget and health pressures challenge sales of chocolate-based flavoured powder drinks

WHAT'S NEXT?

Other hot drinks faces a gradual decline amid changing demographics and health awareness
Value-focused innovation is set to sustain sales of other hot drinks
VAT, health, and sustainability trends are set to shape other hot drinks in Morocco

COMPETITIVE LANDSCAPE

Nestlé Maroc SA leads Morocco's other hot drinks through visibility, innovation, and promotions
Private label drives growth as retailers expand proximity formats in Morocco

CHANNELS

Small local grocers maintains its lead as routine purchases support other hot drinks
Hypermarkets drive growth through neighbourhood expansion and promotions

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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 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
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