



RTD Tea in Morocco

November 2025

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RTD Tea in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for RTD tea is driven by heightened accessibility and health trends

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

Private label momentum drives growth for Casino France SAS in 2025

CHANNELS

Hypermarkets lead RTD tea sales as modern retailers offer ease and variety

Hypermarkets and digital channels support sales of RTD tea in 2025

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Soft Drinks in Morocco - Industry Overview

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

CHANNELS

Small local grocers drives sales while discounters continues to expand in Morocco
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