



Euromonitor  
International

# Bottled Water in Morocco

November 2025

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## Bottled Water in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth for bottled water is driven by health, climate, and tourism trends

#### 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

Lodep Sarl records double-digit growth through its brand Mondariz

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Proximity and affordability drive sales through small local grocers in Morocco

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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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