



**Euromonitor
International**

Hot Drinks in Morocco

November 2025

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EXECUTIVE SUMMARY

Pricing sensitive, retail expansion and the resilience of tea shapes hot drinks in 2025

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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

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Proximity allows small local grocers to retain the lead of hot drinks distribution

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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

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INDUSTRY PERFORMANCE

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Green tea leads growth as health habits and wellness trends intensify

WHAT'S NEXT?

Tea is set for stable growth as proximity strength, competitive pricing and lifestyle trends reinforce demand

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WHAT'S NEXT?

Other hot drinks faces a gradual decline amid changing demographics and health awareness
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COMPETITIVE LANDSCAPE

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