



Concentrates in Morocco

November 2025

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Concentrates in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates face a health-driven decline despite strong retail availability

INDUSTRY PERFORMANCE

Health concerns and improved fruit availability challenge growth in 2025

Powder concentrates record the weakest decline as low prices slow the shift away from concentrates

WHAT'S NEXT?

Health-driven shifts and improved fruit supply will continue to challenge sales of concentrates

Digital engagement and foodservice are expected to support sales of concentrates

Subsidy reforms and sugar scrutiny are set to accelerate the shift toward lower-sugar concentrates

COMPETITIVE LANDSCAPE

Bourchanin & Cie SA retains its leadership due to long-standing penetration

M R Renouvo and Teisseire France lead growth in Moroccan concentrates in 2025

CHANNELS

Hypermarkets leads distribution of powder concentrates while small local grocers leads liquid concentrates

Supermarkets and retail e-commerce drive growth in concentrates 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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