



Juice in Morocco

November 2025

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Juice in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability, health, and organic trends drive modest growth for juice in 2025

INDUSTRY PERFORMANCE

Growth reflects affordability pressures and rising interest in premium organic options

Juice drinks (up to 24% juice) records growth through affordability, flavour, and accessibility

WHAT'S NEXT?

Affordability is set to shape growth as health trends and urbanisation lift juice demand

Innovation is expected to accelerate as producers modernise packaging and focus on digital engagement

Health policy and consumer expectations steer juice reformulation and sustainable innovation

COMPETITIVE LANDSCAPE

Leading brands consolidate share through affordability, distribution strength and consumer trust

Agro Juice Processing and Schwartauer Werke drive strong growth during 2025

CHANNELS

Proximity retail remains central to juice purchasing patterns in 2025

Supermarkets drives growth through urban expansion and wider assortments

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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

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

The on-trade channel outpaces off-trade amid tourism-driven demand and premiumisation

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