



Euromonitor
International

Sports Drinks in Morocco

November 2025

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[Sports Drinks in Morocco - Category analysis](#)

2025 DEVELOPMENTS

Sports drinks is a niche category driven by powders and specialty retail

INDUSTRY PERFORMANCE

Sports drinks remain a niche category as consumer preference bottled water and energy drinks

Electrolyte powders and sachets are sold through specialty retailers and online marketplaces

WHAT'S NEXT?

Rising awareness and urban gyms may drive modest growth for sports drinks in Morocco

Digital and specialty retail are set to support the rise of sachet-based sports drinks

Policy and wellness trends are expected to favour lower-sugar hydration options

COMPETITIVE LANDSCAPE

A fragmented competitive landscape and limited presence keep sports drinks niche

Energy drinks limit the growth potential of sports drinks in Morocco

CHANNELS

Retail e-commerce and specialty retail lead sports drinks distribution in Morocco

Sports specialty retail drives sales of sports drinks in Morocco 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

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