



# Energy Drinks in Morocco

December 2023

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## Energy Drinks in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising urbanisation and significant advertising boosts sales of energy drinks  
On-trade sales lead as consumers reach for energy drinks on evenings out  
Red Bull maintains its lead thanks to strong advertising and consumer awareness

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and increasing availability boost retail volume growth  
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