



Euromonitor
International

Tea in Morocco

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Green tea and wellness trends drive value growth of tea in Morrocco

INDUSTRY PERFORMANCE

Low inflation and tourism supports value sales of tea in Morocco in 2025

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

Digital and packaging shifts are set to reshape how Moroccan consumers access tea

Wellness, value-led sustainability and quality assurance will influence tea

COMPETITIVE LANDSCAPE

Sultan strengthens its lead as deep distribution and brand heritage drive its competitive advantage

Rising demand for green tea supports growth for Excelo SA in 2025

CHANNELS

Small local grocers lead sales of tea due to proximity and convenience

The expansion of discounters drives tea accessibility and promotions

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EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Pricing pressures and channel shifts drive value growth of hot drinks in Morrocco

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

CHANNELS

Proximity allows small local grocers to retain the lead of hot drinks distribution
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Tourism-driven café recovery offsets gradual home-shift in premium coffee consumption

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