



Euromonitor
International

Consumer Foodservice in Morocco

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Consumer Foodservice in Morocco

EXECUTIVE SUMMARY

Resilience in challenging environment

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Positive performance, despite continuing food inflation

Eat-in continues to dominate fulfillment

Customer experience and loyalty programs undergo an evolution

WHAT'S NEXT?

Minimal constant value growth over forecast period

Consumer foodservice more immersive, automated, and personalised

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

First Restaurant International continues to lead

Illycaffè enjoys growing success thanks to its targeted expansion strategy

Food Dev.Corp active in sustainable consumer foodservice in Morocco

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Independent operators dominate

Digitalisation, sustainability and evolving consumer expectations reshaping consumer foodservice

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2025 DEVELOPMENTS

Costs remain high

INDUSTRY PERFORMANCE

Cafés continues to be most popular foodservice channel

Specialty coffee and tea chains performs best, thanks to their ability to combine quality and customer experience
Profit margins under pressure

WHAT'S NEXT?

Fall in constant value sales over forecast period
Greater efficiency, digitalisation, and personalisation
Growing focus on sustainability

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth in 2025

INDUSTRY PERFORMANCE

Best performing consumer foodservice channel in 2025
Asian full-service restaurants register highest value growth
A unique atmosphere key driver of sales

WHAT'S NEXT?

Fall in constant value sales over forecast period
Personalisation and customer service key to success
Growing focus on sustainability

COMPETITIVE LANDSCAPE

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Limited-Service Restaurants in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust growth in 2025

INDUSTRY PERFORMANCE

Limited-service restaurants perform well off the back of targeted advertising and outlet expansion

Chicken limited-service restaurants gain most value share

Value for money, as well as personalisation, key drivers of sales

WHAT'S NEXT?

Healthy outlook over forecast period

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Sustainability gains ground

COMPETITIVE LANDSCAPE

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Street Stalls/Kiosks in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilience, in face of high operating costs

INDUSTRY PERFORMANCE

High operating costs impact profit margins

Independent operators hold monopoly

Increasingly premium positioning

WHAT'S NEXT?

Increased competition from limited-service restaurants dampens value growth

Innovation needed to widen consumer base

Growth in eat-in options

COMPETITIVE LANDSCAPE

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CATEGORY DATA

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Consumer Foodservice By Location in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

High footfall key consideration

INDUSTRY PERFORMANCE

Retail performs strongly and benefits from constant flow of consumers

Growth of standalone formats more muted

Value for money varies significantly by location

WHAT'S NEXT?

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