



Street Stalls/Kiosks in Morocco

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Street Stalls/Kiosks in Morocco - Category analysis

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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

No chained operators present

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DISCLAIMER

Consumer Foodservice in Morocco - Industry Overview

EXECUTIVE SUMMARY

Resilience in challenging environment

KEY DATA FINDINGS

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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

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