



Euromonitor
International

Consumer Foodservice By Location in Morocco

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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?

Retail offers an optimised environment for consumer foodservice

Standalone facing loss of competitiveness in the face of more flexible models

Consumer foodservice sector at strategic crossroads

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