



Euromonitor
International

Self-Service Cafeterias in Morocco

March 2026

[Table of Contents](#)

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

No chained operators present

CATEGORY DATA

Table 1 - Street Stalls/Kiosks: Units/Outlets 2020-2025

Table 2 - Sales in Street Stalls/Kiosks: Number of Transactions 2020-2025

Table 3 - Sales in Street Stalls/Kiosks: Foodservice Value 2020-2025

Table 4 - Street Stalls/Kiosks: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Street Stalls/Kiosks: % Transaction Growth 2020-2025

Table 6 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2022-2025

Table 9 - Forecast Street Stalls/Kiosks: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2025-2030

Table 12 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2025-2030

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