

Consumer Foodservice By Location in Morocco

Market Direction | 2023-02-15 | 36 pages | Euromonitor

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Report description:

The Ministry of Tourism and the Moroccan Secretary of State for Investment signed a memorandum of understanding with the Spanish chain Barcelo Hotel Group, which plans to expand and strengthen its presence in the country. As such, the expansion of Barcelo will help to stimulate foodservice sales through this sector. Indeed, Barcelo Hotel Group, the hotel division of the Barcelo Group, is said to be the second largest hotel chain in Spain and the 29th largest in the world. This will clearly have...

Euromonitor International's Consumer Foodservice by Location in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Consumer Foodservice Through Leisure, Consumer Foodservice Through Lodging, Consumer Foodservice Through Retail, Consumer Foodservice Through Standalone, Consumer Foodservice Through Travel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Foodservice by Location market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Barcelo Hotel Group set to come to Morocco, further stimulating hospitality and associated foodservice
Radisson adds to its Moroccan hotel portfolio, with a trendy new venue offering a rooftop restaurant and bar
Ongoing recovery of tourism helps top boost foodservice through hospitality

PROSPECTS AND OPPORTUNITIES

New shopping centres will drive the growth of retail cafes and restaurants
Independent players likely to lose shares to international competition
Standalone stores will perform thanks to delivery services

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