

Full-Service Restaurants in Morocco

Market Direction | 2023-02-15 | 31 pages | Euromonitor

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Report description:

Full-service restaurants remain under pressure in 2022, despite the lifting of COVID-19 restrictions. These operators rely heavily on consumer experience and ambience, which is difficult to translate over digital channels or home consumption. Therefore, recovery for full-service restaurants is taking longer than seen in limited-service restaurants, who have been able to more efficiently tap into the growing digital side of the consumer food service industry, and who do not need to rely on ambien...

Euromonitor International's Full-Service Restaurants 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: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

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

Why buy this report?

- * Get a detailed picture of the Full-Service Restaurants 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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Full-service restaurants slower to recover as they do not adapt as well to online sales and home delivery

Full-service restaurants suffer from Casablanca cockroach scandal

Lack of investment for full-service restaurants due to better investment opportunities in limited-service outlets and cafe chains

PROSPECTS AND OPPORTUNITIES

Challenges remain for full-service restaurants, due to time constraints, economic scenarios, and hygiene scandals

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