

Street Stalls/Kiosks in Morocco

Market Direction | 2023-02-15 | 18 pages | Euromonitor

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Report description:

Independent street stalls/kiosks were also hit by the food scares and scandals that occurred over 2022 in Morocco. Social media networks published a series of videos with hidden cameras in many foodservice outlets in the country, which in turn videoed the extremely unhygienic food preparation measures seen in the country, shocking consumers. Indeed, it was not just the Casablanca cockroach scandal rocking higher-income consumers' faith in many independent restaurants, but this also reached to th...

Euromonitor International's Street Stalls/Kiosks 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 Street Stalls/Kiosks, Independent Street Stalls/Kiosks.

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

Why buy this report?

- * Get a detailed picture of the Street Stalls/Kiosks 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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Food scares and scandals dampen rebound to pre-pandemic growth for street stalls/kiosks

Despite challenges seen, the return of on-the-go lifestyles and rebounding tourism support sales

Stable audience of lower-income consumers remains, who continue to eat from street stalls/kiosks

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Street stalls/kiosks ripe for modernisation over the forecast period

Are chained street stalls a trend of the future?

Tourists and mass consumers alike will help to support ongoing developments in the category

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