

Cafes/Bars in Morocco

Market Direction | 2024-02-19 | 24 pages | Euromonitor

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Report description:

Morocco has become an attraction hub for global coffee chains and brands, thanks to its stability in the region and the fact that users of consumer foodservice in Morocco are not as price-sensitive as seen in other territories. Indeed, an increasing number of international brands are entering the territory, having seen the success of other foreign brand entrants. Illy Caffè and Starbucks are developing well in Morocco, despite the rising cost of coffee beans and energy. Starbucks is gaining aware...

Euromonitor International's Cafes/Bars 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 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- * Get a detailed picture of the Cafes/Bars 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 2024

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