

Consumer Foodservice By Location in Morocco

Market Direction | 2024-02-19 | 35 pages | Euromonitor

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Report description:

Major chains of restaurants and cafes are opening and expanding across Morocco in line with development of infrastructure, tourism and the broader urbanisation trend. Chains are taking over from smaller, independent food outlets in Morocco, especially in cafes and limited-service restaurants. Big chains are becoming more popular with locals as they expand into different locations, encroaching on the position of standalone restaurants.

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 2028 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Chained foodservice brands are gaining ground on standalones
Tourism supports foodservice developments in lodging locations
Affordable foodservice options required to meet needs of locals

PROSPECTS AND OPPORTUNITIES

Tourism expansion to support development of travel and lodging locations
Lacklustre real estate market may support new developments

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