

Limited-Service Restaurants in Morocco

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

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Report description:

In limited-service restaurants, there is a growing focus on technology as players seek to provide a faster service. McDonald's (First Restaurant International) has fared much better than its rivals in 2023. This is largely due to its flexible business model and an emphasis on convenience over atmosphere. Similarly, Burger King emphasises speedy service and order personalization as part of its high-quality customer service. Limited-service restaurants are also becoming more diverse, with new type...

Euromonitor International's Limited-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 2028 illustrate how the market is set to change.

Product coverage: Chained Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants by Type.

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

Why buy this report?

- * Get a detailed picture of the Limited-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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reliable information resources to help drive informed strategic planning.

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