

Consumer Foodservice in Morocco

Market Direction | 2024-02-19 | 84 pages | Euromonitor

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Report description:

Consumer foodservice in Morocco witnessed steady growth in 2023, despite the pressing issue of high inflation. In the face of rising prices, locals have changed how they eat, with simpler meals and eating out less frequently becoming more commonplace. Foodservice has not been impacted drastically by this trend, thanks to the buoyant performance of tourism, which is a major growth driver in consumer foodservice and a key source of revenue for the Moroccan economy.

Euromonitor International's Consumer Foodservice 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 by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice 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 Consumer Foodservice 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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Self-service concept more appealing to new players than regular restaurant concepts

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KEY DATA FINDINGS

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Focus on convenience supports sales growth

International brands expand in Morocco

Brands provide local support through corporate social responsibility

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Drive-through outlets to gain appeal

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