



Euromonitor  
International

# Consumer Foodservice in Morocco

March 2026

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## Consumer Foodservice in Morocco

### EXECUTIVE SUMMARY

Resilience in challenging environment

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Positive performance, despite continuing food inflation  
Eat-in continues to dominate fulfillment  
Customer experience and loyalty programs undergo an evolution

#### WHAT'S NEXT?

Minimal constant value growth over forecast period  
Consumer foodservice more immersive, automated, and personalised  
Increasing focus on sustainability

#### COMPETITIVE LANDSCAPE

First Restaurant International continues to lead  
Illycaffè enjoys growing success thanks to its targeted expansion strategy  
Food Dev.Corp active in sustainable consumer foodservice in Morocco

#### CHANNELS

Independent operators dominate  
Digitalisation, sustainability and evolving consumer expectations reshaping consumer foodservice

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Costs remain high

#### INDUSTRY PERFORMANCE

Cafés continues to be most popular foodservice channel

Specialty coffee and tea chains performs best, thanks to their ability to combine quality and customer experience  
Profit margins under pressure

#### WHAT'S NEXT?

Fall in constant value sales over forecast period  
Greater efficiency, digitalisation, and personalisation  
Growing focus on sustainability

#### COMPETITIVE LANDSCAPE

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[Full-Service Restaurants in Morocco](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Healthy value growth in 2025

#### INDUSTRY PERFORMANCE

Best performing consumer foodservice channel in 2025  
Asian full-service restaurants register highest value growth  
A unique atmosphere key driver of sales

#### WHAT'S NEXT?

Fall in constant value sales over forecast period  
Personalisation and customer service key to success  
Growing focus on sustainability

#### COMPETITIVE LANDSCAPE

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Robust growth in 2025

#### INDUSTRY PERFORMANCE

Limited-service restaurants perform well off the back of targeted advertising and outlet expansion

Chicken limited-service restaurants gain most value share

Value for money, as well as personalisation, key drivers of sales

#### WHAT'S NEXT?

Healthy outlook over forecast period

Further digitalisation in fulfillment

Sustainability gains ground

#### COMPETITIVE LANDSCAPE

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### Self-Service Cafeterias in Morocco

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Resilience, in face of high operating costs

##### INDUSTRY PERFORMANCE

High operating costs impact profit margins

Independent operators hold monopoly

Increasingly premium positioning

##### WHAT'S NEXT?

Increased competition from limited-service restaurants dampens value growth

Innovation needed to widen consumer base

Growth in eat-in options

##### COMPETITIVE LANDSCAPE

No chained operators present

##### CATEGORY DATA

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### Consumer Foodservice By Location in Morocco

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

High footfall key consideration

##### INDUSTRY PERFORMANCE

Retail performs strongly and benefits from constant flow of consumers

Growth of standalone formats more muted

Value for money varies significantly by location

##### WHAT'S NEXT?

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