



Euromonitor
International

Consumer Foodservice in Morocco

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Cafés/bars remain a central pillar of Morocco’s foodservice landscape in 2024
Atlas Hospitality Morocco Hotels and Starbucks lead cafés/bars in Morocco
Fulfilment reflects the growing demand for convenience and digital engagement

PROSPECTS AND OPPORTUNITIES

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Akwa group leads full-service restaurants despite rising competition from expanding brands

Morocco's full-service restaurants begin to shift towards multi-channel fulfilment to meet evolving consumer demands

PROSPECTS AND OPPORTUNITIES

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Growth will be bolstered by outlet expansion and the adoption of digital ordering

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Affordable foodservice options are required to meet needs of locals in Morocco

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