



# Full-Service Restaurants in Morocco

March 2026

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## Full-Service Restaurants in Morocco - Category analysis

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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

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Independent restaurants dominate

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Resilience in challenging environment

### KEY DATA FINDINGS

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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

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