



Euromonitor
International

Full-Service Restaurants in Morocco

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Full-service restaurants record steady growth as urban lifestyles and dining expectations evolve
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

Urban lifestyle trends and demand for experiential dining are set to drive growth
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Online ordering and delivery will provide an opportunity to compete with limited-service formats

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DISCLAIMER

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