



Euromonitor
International

Consumer Foodservice in Morocco

March 2026

Table of Contents

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

MARKET DATA

Table 1 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 2 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 3 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 4 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 5 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 6 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 7 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 8 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 9 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 10 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 11 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 12 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 13 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Cafés/Bars in Morocco

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

Atlas Hospitality Morocco holds on to tight lead
Illy Caffé enjoys growing visibility, among local and international consumers
Independent cafés/bars dominate

CATEGORY DATA

Table 14 - Cafés/Bars by Category: Units/Outlets 2020-2025
Table 15 - Sales in Cafés/Bars by Category: Number of Transactions 2020-2025
Table 16 - Sales in Cafés/Bars by Category: Foodservice Value 2020-2025
Table 17 - Cafés/Bars by Category: % Units/Outlets Growth 2020-2025
Table 18 - Sales in Cafés/Bars by Category: % Transaction Growth 2020-2025
Table 19 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2020-2025
Table 20 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2021-2025
Table 21 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2022-2025
Table 22 - Forecast Cafés/Bars by Category: Units/Outlets 2025-2030
Table 23 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2025-2030
Table 24 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2025-2030
Table 25 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2025-2030
Table 26 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2025-2030
Table 27 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

[Full-Service Restaurants in Morocco](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heathy 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

Akwa Group, a major player
Ristorante Pasta Di Luigi gains most value share
Independent restaurants dominate

CATEGORY DATA

Table 28 - Full-Service Restaurants by Category: Units/Outlets 2020-2025

Table 29 - Sales in Full-Service Restaurants by Category: Number of Transactions 2020-2025
Table 30 - Sales in Full-Service Restaurants by Category: Foodservice Value 2020-2025
Table 31 - Full-Service Restaurants by Category: % Units/Outlets Growth 2020-2025
Table 32 - Sales in Full-Service Restaurants by Category: % Transaction Growth 2020-2025
Table 33 - Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2020-2025
Table 34 - GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2021-2025
Table 35 - GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2022-2025
Table 36 - Forecast Full-Service Restaurants by Category: Units/Outlets 2025-2030
Table 37 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2025-2030
Table 38 - Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2025-2030
Table 39 - Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2025-2030
Table 40 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2025-2030
Table 41 - Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

Limited-Service Restaurants in Morocco

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

McDonalds continues to have commanding lead

Pizza Hut gains most value share

Independent operators dominate sector

CATEGORY DATA

Table 42 - Limited-Service Restaurants by Category: Units/Outlets 2020-2025
Table 43 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2020-2025
Table 44 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2020-2025
Table 45 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2020-2025
Table 46 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2020-2025
Table 47 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2020-2025
Table 48 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2021-2025
Table 49 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2022-2025
Table 50 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2025-2030
Table 51 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2025-2030
Table 52 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2025-2030
Table 53 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2025-2030
Table 54 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2025-2030
Table 55 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

Street Stalls/Kiosks 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

Table 56 - Street Stalls/Kiosks: Units/Outlets 2020-2025

Table 57 - Sales in Street Stalls/Kiosks: Number of Transactions 2020-2025

Table 58 - Sales in Street Stalls/Kiosks: Foodservice Value 2020-2025

Table 59 - Street Stalls/Kiosks: % Units/Outlets Growth 2020-2025

Table 60 - Sales in Street Stalls/Kiosks: % Transaction Growth 2020-2025

Table 61 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2020-2025

Table 62 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2021-2025

Table 63 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2022-2025

Table 64 - Forecast Street Stalls/Kiosks: Units/Outlets 2025-2030

Table 65 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2025-2030

Table 66 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2025-2030

Table 67 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2025-2030

Table 68 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2025-2030

Table 69 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2025-2030

DISCLAIMER

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?

Retail offers an optimised environment for consumer foodservice

Standalone facing loss of competitiveness in the face of more flexible models

CATEGORY DATA

Table 70 - Consumer Foodservice by Location: Units/Outlets 2020-2025
Table 71 - Sales in Consumer Foodservice by Location: Number of Transactions 2020-2025
Table 72 - Sales in Consumer Foodservice by Location: Foodservice Value 2020-2025
Table 73 - Consumer Foodservice by Location: % Units/Outlets Growth 2020-2025
Table 74 - Sales in Consumer Foodservice by Location: % Transaction Growth 2020-2025
Table 75 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2020-2025
Table 76 - Consumer Foodservice Through Standalone: Units/Outlets 2020-2025
Table 77 - Sales in Consumer Foodservice Through Standalone: Number of Transactions 2020-2025
Table 78 - Sales in Consumer Foodservice Through Standalone: Foodservice Value 2020-2025
Table 79 - Consumer Foodservice Through Standalone: % Units/Outlets Growth 2020-2025
Table 80 - Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2020-2025
Table 81 - Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2020-2025
Table 82 - Consumer Foodservice Through Leisure: Units/Outlets 2020-2025
Table 83 - Sales in Consumer Foodservice Through Leisure: Number of Transactions 2020-2025
Table 84 - Sales in Consumer Foodservice Through Leisure: Foodservice Value 2020-2025
Table 85 - Consumer Foodservice Through Leisure: % Units/Outlets Growth 2020-2025
Table 86 - Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2020-2025
Table 87 - Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2020-2025
Table 88 - Consumer Foodservice Through Retail: Units/Outlets 2020-2025
Table 89 - Sales in Consumer Foodservice Through Retail: Number of Transactions 2020-2025
Table 90 - Sales in Consumer Foodservice Through Retail: Foodservice Value 2020-2025
Table 91 - Consumer Foodservice Through Retail: % Units/Outlets Growth 2020-2025
Table 92 - Sales in Consumer Foodservice Through Retail: % Transaction Growth 2020-2025
Table 93 - Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2020-2025
Table 94 - Consumer Foodservice Through Lodging: Units/Outlets 2020-2025
Table 95 - Sales in Consumer Foodservice Through Lodging: Number of Transactions 2020-2025
Table 96 - Sales in Consumer Foodservice Through Lodging: Foodservice Value 2020-2025
Table 97 - Consumer Foodservice Through Lodging: % Units/Outlets Growth 2020-2025
Table 98 - Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2020-2025
Table 99 - Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2020-2025
Table 100 - Consumer Foodservice Through Travel: Units/Outlets 2020-2025
Table 101 - Sales in Consumer Foodservice Through Travel: Number of Transactions 2020-2025
Table 102 - Sales in Consumer Foodservice Through Travel: Foodservice Value 2020-2025
Table 103 - Consumer Foodservice Through Travel: % Units/Outlets Growth 2020-2025
Table 104 - Sales in Consumer Foodservice Through Travel: % Transaction Growth 2020-2025
Table 105 - Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2020-2025
Table 106 - Forecast Consumer Foodservice by Location: Units/Outlets 2025-2030
Table 107 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2025-2030
Table 108 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2025-2030
Table 109 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2025-2030
Table 110 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2025-2030
Table 111 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2025-2030
Table 112 - Forecast Consumer Foodservice Through Standalone: Units/Outlets 2025-2030
Table 113 - Forecast Sales in Consumer Foodservice Through Standalone: Number of Transactions 2025-2030
Table 114 - Forecast Sales in Consumer Foodservice Through Standalone: Foodservice Value 2025-2030
Table 115 - Forecast Consumer Foodservice Through Standalone: % Units/Outlets Growth 2025-2030
Table 116 - Forecast Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2025-2030
Table 117 - Forecast Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2025-2030
Table 118 - Forecast Consumer Foodservice Through Leisure: Units/Outlets 2025-2030

Table 119 - Forecast Sales in Consumer Foodservice Through Leisure: Number of Transactions 2025-2030

Table 120 - Forecast Sales in Consumer Foodservice Through Leisure: Foodservice Value 2025-2030

Table 121 - Forecast Consumer Foodservice Through Leisure: % Units/Outlets Growth 2025-2030

Table 122 - Forecast Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2025-2030

Table 123 - Forecast Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2025-2030

Table 124 - Forecast Consumer Foodservice Through Retail: Units/Outlets 2025-2030

Table 125 - Forecast Sales in Consumer Foodservice Through Retail: Number of Transactions 2025-2030

Table 126 - Forecast Sales in Consumer Foodservice Through Retail: Foodservice Value 2025-2030

Table 127 - Forecast Consumer Foodservice Through Retail: % Units/Outlets Growth 2025-2030

Table 128 - Forecast Sales in Consumer Foodservice Through Retail: % Transaction Growth 2025-2030

Table 129 - Forecast Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2025-2030

Table 130 - Forecast Consumer Foodservice Through Lodging: Units/Outlets 2025-2030

Table 131 - Forecast Sales in Consumer Foodservice Through Lodging: Number of Transactions 2025-2030

Table 132 - Forecast Sales in Consumer Foodservice Through Lodging: Foodservice Value 2025-2030

Table 133 - Forecast Consumer Foodservice Through Lodging: % Units/Outlets Growth 2025-2030

Table 134 - Forecast Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2025-2030

Table 135 - Forecast Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2025-2030

Table 136 - Forecast Consumer Foodservice Through Travel: Units/Outlets 2025-2030

Table 137 - Forecast Sales in Consumer Foodservice Through Travel: Number of Transactions 2025-2030

Table 138 - Forecast Sales in Consumer Foodservice Through Travel: Foodservice Value 2025-2030

Table 139 - Forecast Consumer Foodservice Through Travel: % Units/Outlets Growth 2025-2030

Table 140 - Forecast Sales in Consumer Foodservice Through Travel: % Transaction Growth 2025-2030

Table 141 - Forecast Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2025-2030

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-foodservice-in-morocco/report.