



Euromonitor
International

Cafés/Bars in Morocco

March 2026

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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

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