

# 100% Home Delivery/Takeaway in Morocco

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## Abstracts

Moroccans are increasingly benefiting from developed infrastructure and new emerging job opportunities. Indeed, the number of women joining the workforce is also growing. This situation continued in 2016, thus consumers felt the need to order prepared food and save time. Moreover, they can easily switch from one food style to another and receive their order in a few minutes following their call or online ordering.

Euromonitor International's 100% Home Delivery/Takeaway in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Chained 100% Home Delivery/Takeaway, Independent 100% Home Delivery/Takeaway, Other 100% Home Delivery/Takeaway, Pizza 100% Home Delivery/Takeaway.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the 100% Home Delivery/Takeaway market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Good Performance in 2016 for Consumer Foodservice in Morocco

Government Efforts To Develop Tourism Directly Impact Consumer Foodservice Sales in Morocco

Independent Players Continue Dominating Consumer Foodservice

Independent Asian Players Outperform With Rapid Growth in Morocco

Positive Trends Are Expected Over the Forecast Period

Key Trends and Developments

Intensive Spread of Asian Food Type Among Moroccans

Despite A Weak Economy in 2016, the Government Managed To Maintain Economic Stability

Digital Ordering and Quicker Payment Tools Emerging and Positively Impacting Consumer Foodservice

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