

## Cafés/Bars in Morocco

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The current value growth recorded by cafés/bars in Morocco was moderate in 2018, with saturated demand. Nonetheless, new independent cafés and chained specialist coffee and tea shops continue to open each year, in shopping centres, city centres and popular neighbourhoods. In addition, households from different social classes and age groups visit cafés, as it is part of the cultural identity of Moroccans. There is, however, a difference in preferences amongst the genders with women preferring to...

Euromonitor International's Cafés/Bars 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 2023 illustrate how the market is set to change.

**Product coverage:** Bars/Pubs, Cafés, Chained Cafés/Bars, Independent Cafés/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

### Why buy this report?

- Get a detailed picture of the Cafés/Bars 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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