

Self-Service Cafeterias in Morocco

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Abstracts

Self-service cafeterias is still in the emergent phase in Morocco, with only a few players, including the retailers IKEA and Marjane adopting the format. The belated arrival of self-service cafeterias is in part a result of tradition, with Moroccan consumers historically displaying a strong preference for relaxed dining involving table service rather than serving themselves at a counter.

Euromonitor International's Self-Service Cafeterias 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 2027 illustrate how the market is set to change.

Product coverage: Chained Self-Service Cafeterias, Independent Self-Service Cafeterias.

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

Why buy this report?

Get a detailed picture of the Self-Service Cafeterias 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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