



# Consumer Foodservice By Location in Morocco

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Chained foodservice brands are gaining ground on standalones

Tourism supports foodservice developments in lodging locations

Affordable foodservice options required to meet needs of locals

### PROSPECTS AND OPPORTUNITIES

Tourism expansion to support development of travel and lodging locations

Lacklustre real estate market may support new developments

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