



Euromonitor
International

Self-Service Cafeterias in Morocco

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilience, in face of high operating costs

INDUSTRY PERFORMANCE

High operating costs impact profit margins

Independent operators hold monopoly

Increasingly premium positioning

WHAT'S NEXT?

Increased competition from limited-service restaurants dampens value growth

Innovation needed to widen consumer base

Growth in eat-in options

COMPETITIVE LANDSCAPE

No chained operators present

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