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**Report Name:** Food Service - Hotel Restaurant Institutional

**Country:** Morocco

**Post:** Rabat

**Report Category:** Food Service - Hotel Restaurant Institutional

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**Report Highlights:**

U.S. exports of consumer-oriented agricultural products to Morocco in 2018 totaled \$60 million, a 58% increase from 2017. Best prospects include dairy products, seafood, dried fruit and tree nuts, pulses, prepared fruits and vegetables, flour mixes and baked goods, confectionary items (including chocolate and cocoa), popcorn, sauces and condiments, alcoholic and non-alcoholic beverages, coffee, and poultry and beef meat. Processed eggs have strong potential if market access barriers are removed.

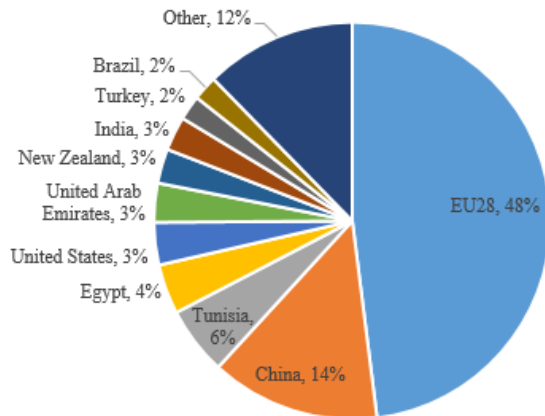
## Market Fact Sheet: Morocco

### Executive Summary

The food service market in Morocco continues to record 4-6% annual growth and was valued in 2018 at \$3.2 billion. Its fastest growing categories are quick-service and full-service restaurants. In 2018, U.S. exports of consumer-oriented products to Morocco totaled \$60 million.

### Imports of Consumer-Oriented Products (2016-2018 Average Imports)

Morocco imported \$1.7 billion worth of consumer-oriented agricultural products in 2018. The United States faces stiff competition from the European Union.



Source: Office des Changes

Strengths	Weaknesses
US-Morocco FTA	Distance and lack of shipping lines
Opportunities	Challenges

### Quick Facts CY 2018

#### Imports of Consumer-Oriented Food

##### Products:

\$1.7 billion

##### Top 10 Best Products

- Poultry, Beef
- Sauces & Condiments
- Prunes & Raisins
- Beer, Wine, & Spirits
- Chocolate & Confectionary
- Seafood
- Pulses
- Tree Nuts
- Rice
- Cheese

##### Food Trade (U.S. billion) 2018

Food Exports	\$4.8
Food Imports	\$5.9
Food Service Sales	\$3.2

##### Top 6 QSR Chains in Morocco

- McDonalds
- Pizza Hut
- Domino's Pizza
- KFC
- Burger King
- Pomme de Pain

##### GDP/Population 2018

Population (millions): 36  
 GDP (billions USD): \$117  
 GDP per capita (USD): \$3,347

Sources: [World Bank](#), [Morocco Office des Changes](#), [Morocco Haut Commissariat au Plan](#), [Central Intelligence Agency \(CIA\)](#), [IMF World Economic Outlook](#), FAS Rabat office research.

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## SECTION I. MARKET SUMMARY

Morocco's food service market is growing at 4-6% annually and was valued at \$3.2 billion in 2018 with the fastest growing categories being quick-service and full-service restaurants. Morocco's food service industry is most developed in Casablanca (commercial center) and Marrakech (tourism).

**Table 1: Food Service Establishments and Consumer Sales, 2013-2018**

	2013	2014	2015	2016	2017	2018
Food Service Units	53,146	53,599	54,335	54,936	55,449	55,964
Transactions	1,387	1,413	1,434	1,455	1,473	1,491
Food Service Sales, Million US\$	2,6154	2,7416	2,8373	2,9106	3,0139	3,0821

Source: [Euromonitor](#).

### Restaurants

- Quick-service (QSR) and pizza food service establishments, including Pizza Hut, Dominos, McDonalds, Burger King, and KFC, now have a strong presence in Morocco's in major cities (e.g., Casablanca, Rabat, Marrakech, and Tangier) while Chili's, Starbucks, Cinnabon, and Papa John's have recently entered one or more cities and are fast expanding.
- French style bakeries and cafes are inseparable from Moroccan food culture and daily lifestyle. French and Spanish cuisines are the most popular among sit-down restaurants with alcoholic beverages often being available in such establishments.
- Most non-QSR restaurants close entirely for the month of [Ramadan](#). However, select upscale restaurants do open for the evening breaking of the fast, and of those, most replace their *a la carte* menu with buffets. Ramadan 2020 will take place from April 23 to May 23.

**Table 2: Consumer Foodservice by Independent vs Chain in 2018**

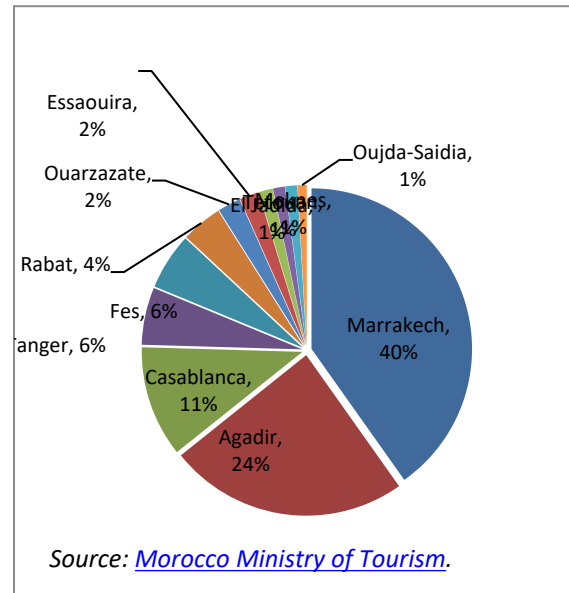
Categories	Independent	Chained	Total
Cafés/Bars	18,830	152	18,982
Full-Service Restaurants	1,281	147	1,428
Limited-Service Restaurants	3,355	342	3,697
Self-Service Cafeterias	-	-	-
Street Stalls/Kiosks	31,857	-	31,857
Consumer Foodservice	55,323	641	55,964

Source: [Euromonitor](#)

## Hotels

- Morocco's upscale lodging options, where imported food is most likely to be present, include a mix of European and Moroccan hotel chains as well as local independent operators.
- In 2018, the total nights spent in tourist accommodation establishments registered an increase of 8.4 percent. Similar robust growth was recorded in 2017.
- Two tourist destinations, Marrakech and Agadir, generated 64% of the total nights in 2018.
- In 2018, foreign tourist arrivals to Morocco reached 12.3 million, up 8.3% from 2017. Growth was led by visitors from Italy, France, and Germany.
- Morocco's strength in tourism helped assure that they will host the 24th General Assembly of the United Nations World Tourism Organization (UNWTO) in 2021.

Figure 1: Hotel Beds by City, 2018



## Institutional (Catering)

- [Newrest Rahal](#) Maroc and [SODEXO](#) account for over 80% (estimated) of the catering market. Newrest is the market leader.
- Catering peaks during the summer (May-August) when event occurrences tend to concentrate.
- Most catered meals are Moroccan-style menus that include lamb, beef, poultry, dried fruits and nuts, spices, tea, and coffee. The popularity of western-style buffets is growing.
- Sales to airline catering total \$42 million. Imported food may access this segment with significant exceptions to the normal set of rules.

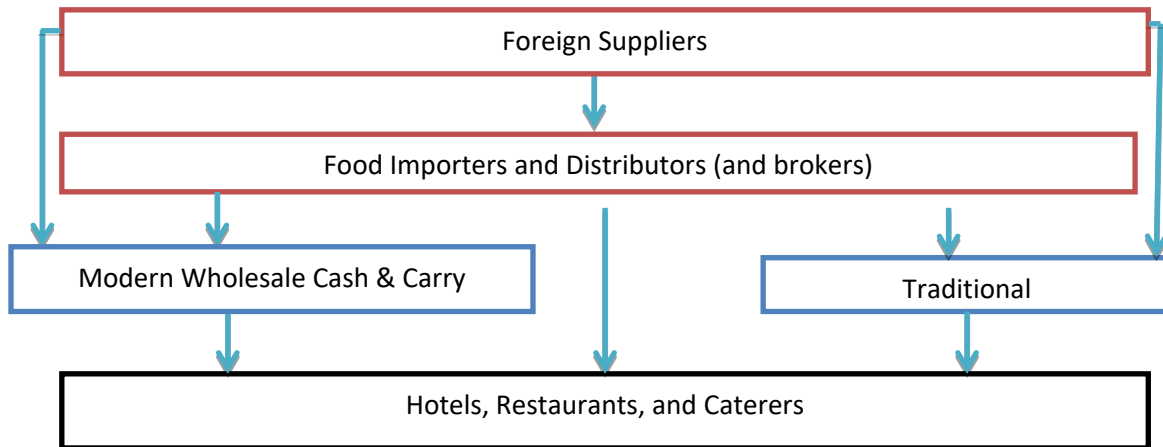
**Table 3: Advantages and Challenges Specific to the Moroccan Food Service Market**

Advantages	Challenges
Expanding number and geographic coverage of international QSRs and sit-down restaurants.	Limited market penetration outside Casablanca and Marrakech.
Tourism-driven hotel development, which is driving supply chain investment to access high-quality, safe ingredients.	Very limited number of importers and distributors active in this market segment.
Some U.S. ingredients (e.g., beef, poultry, almonds, prunes, and pulses) fit well with traditional Moroccan cuisine.	French cuisine inspires cafes, bakeries, restaurants, and hotels, and dominates the landscape and Moroccan mindset.
Tolerance of alcohol consumption.	Market access for U.S. processed eggs.

## SECTION II. ROAD MAP FOR MARKET ENTRY

The network of importers and distributors in this market segment is very limited and many establishments have established supply chain investments and relationships in Europe that are unlikely to change. Some traditional importers and wholesalers provide credit (1-3 months) to hotels and restaurants. While there is little cross-over of importers/distributors among food service and retail, some independent hotels and restaurants do rely on large retailers to source ingredients.

**Figure 4: Distribution Chains for Hotels and Restaurants in Morocco**



Source: FAS/Rabat

## SECTION III. COMPETITION

Table 5: Morocco Imports of Select Consumer-Oriented Food Products

Commodity	Description	Average of 2016-2018 (World) USD	Average of 2016-2018 (World) USD	U.S. Market Share (%)	U.S. Duty	Top Suppliers
<b>Meat and Edible Meat Offal</b>						
0201	Meat Of Bovine Animals, Fresh Or Chilled	584	-	0%	0%*	AUS,ARG
0202	Meat Of Bovine Animals, Frozen	32,123,941	-	0%	0%*	EU
0203	Meat Of Swine (Pork), Fresh, Chilled Or Frozen	319,635	-	0%	0%	EU
0207	Meat & Ed Offal Of Poultry, Fresh, Chill Or Frozen	826,460	-	0%	0%*	BRA,EU
<b>Fish, Crustaceans &amp; Aquatic Invertebrates</b>						
0302	Fish, Fresh Or Chilled (No Fillets Or Other Meat)	20,485,534	148	0%	0%	EU
0303	Fish, Frozen (No Fish Fillets Or Other Fish Meat)	32,845,515	187,432	0%	0%	EU
0306	Crustaceans Live Frsh Etc Smoked/Cooked Flours Etc	78,942,118	1,340	0%	0%	EU
<b>Dairy Products</b>						
0401	Milk And Cream, Not Concentrated Or Sweetened	5,337,994	-	0%	0%	EU
040210	Mlk & Crm,Cntd,Swt,Powdr,Gran/Solids,Nov 1.5% Fat	11,150,896	1,738,189	16%	7%	EU
0405	Butter And Other Fats And Oils Derived From Milk	90,947,776	2,337,564	3%	0%	NZL, EU
0406	Cheese And Curd	87,274,586	1,908,430	0%	0%	EU
0409	Honey, Natural	5,460,668	63	0%	0%	CAN
<b>Edible Vegetables &amp; Certain Roots &amp; Tubers</b>						
070190	Potatoes, Except Seed, Fresh Or Chilled, Nesoi	325,492	91,871	28%	0%	EU
0703	Onions, Shallots, Garlic, Leeks Etc, Fr Or Chilled	22,749,897	-	0%	0%	EU
0710	Vegetables (Raw Or Cooked By Steam Etc), Frozen	680,671	25,784	4%	0%	EU
0713109920	Pois Pour L'Alimentation Humaine	3,280,774	25,442	1%	0%	CAN
0713339010	Negros	8,335,938	-	0%	0%	EGY
0713409090	Lentilles Sauf De Semence,Sauf En Grains	34,752	2	0%	22%	EU
<b>Edible Fruit &amp; Nuts; Citrus Fruit or Melon Peel</b>						
080211	Almonds, Fresh Or Dried, In Shell	69,669	63,066	91%	3.3%*	EU, USA
080212	Almonds, Fresh Or Dried, Shelled	6,693,049	5,170,276	77%	3.3%*	EU, USA
080221	Hazelnuts Or Filberts, Fresh Or Dried, In Shell	43,108	-	0%	0%	EU, TUR
080222	Hazelnuts Or Filberts, Fresh Or Dried, Shelled	436,740	-	0%	0%	EU, TUR
080231	Walnuts, Fresh Or Dried, In Shell	19,068,271	9,016,394	47%	0%	CHL, USA
080232	Walnuts, Fresh Or Dried, Shelled	135,721	92,523	68%	0%	CHL, USA
080250	Pistachios, Shelled, Fresh Or Dried	26,111	-	0%	0%	EU, IRN
0802900010	Pecans	15,289	5,037	33%	0%	USA, IRN
0802900085	Autres Noix De Pécan	27,608	-	0%	0%	EU
080620	Grapes, Dried (Including Raisins)	3,188,157	-	0%	0%	EU
080810	Apples, Fresh	5,726,779	21,411	0%	0%	EU
080830	Pears, Fresh	21,966,153	-	0%	0%	EU
<b>Coffee, Tea, Mate &amp; Spices</b>						
0901	Coffee; Coffee Husks Etc; Substitutes With Coffee	106,007,818	12,844	0%	0%	IDN, GIN
090210	Green Tea Nt Fermt In Immed Packg Content Nov 3Kg	49,283,892	9,335	0%	0%	CHN, EGY
090230	Black Tea Fermt & Partly Fermt Tea,Packg Nov 3Kg	886,289	15,598	2%	0%	EU
0904	Pepper, Genus Piper; Genus Capsicum Or Pimenta	13,656,262	139	0%	0%	EU
0910	Ginger, Saffron, Tumeric, Thyme, Bay Leaves Etc.	22,663,289	96,449	0%	0%	EU
<b>Cereals</b>						
1006	Rice	11,290,796	1,354,478	12%	0%	EU
<b>Milling Products; Malt; Starch; Inulin; Wht Gluten</b>						
1101	Wheat Or Meslin Flour	164,261	70	0%	0%	EU, CHN
<b>Oil Seeds and Oleaginous Fruits; Miscellaneous grain, seed and fruits, Industrial or Medicinal Plants, Straw and Fodder</b>						
1206	Sunflower Seeds, Whether Or Not Broken	4,860,354	988,000	0%	13%	EU
<b>Animal Or Vegetable Fats, Oils Etc. &amp; Waxes</b>						
150790	Soybean Oil, Refined, And Fractions, Not Modified	588,563	309	0%	0%	EU, EGY
151620	Vegetable Fats & Oils/Fractions Hydrogenated Etc	38,765,122	11,633	0%	0%	UAE, MYS
<b>Edible Preparations of Meat, Fish, Crustaceans, Etc.</b>						
1601	Sausages, Similar Prdt Meat Etc Food Prep Of These	245,893	6,108	3%	0%	EU

1602	Prepared Or Preserv Meat, Meat Offal & Blood Nesoi	10,456,383	-	3%	0%	EU, BRA
1604	Prep Or Pres Fish; Caviar & Caviar Substitutes	11,930,717	127,875	0%	1%	SEN, EU
1605	Crustaceans, Molluscs Etc. Prepared Or Preserved	430,844	-	0%	0%	EU, UAE
<b>Sugars And Sugar Confectionary</b>						
170191	Cane/Beet Sugar, Refined, Solid, Added Flav/Color	40,891	306	1%	18%	EU, BRA
1704	Sugar Confection (Incl White Chocolate), No Cocoa	15,737,534	66,402	0%	22%	EGY, EU
<b>Cocoa And Cocoa Preparations</b>						
1805	Cocoa Powder, Not Sweetened	14,311,934	1,447	0%	0%	EU
1806	Chocolate & Other Food Products Containing Cocoa	46,935,079	179,452	0%	0%	UAE, EU
<b>Prep Cereal, Flour, Starch Or Milk; Bakers Wares</b>						
1902	Pasta, Prepared Or Not; Couscous, Prepared Or Not	13,648,933	1,324	0%	0%	EU, CHN
1905	Bread, Pastry, Cakes Etc; Comm Wafers, Emp Caps Etc	50,319,858	174,357	0%	0%	TUR, EU
<b>Prep Vegetables, Fruit, Nuts Or Other Plant Parts</b>						
2002	Tomatoes Prepared Or Preserved Nesoi	10,446,232	-	0%	0%	EGY, EU
200410	Potatoes, Prepared Etc., No Vinegar Etc., Frozen	19,823,006	-	0%	0%	EGY, EU
2005	Vegetables Nesoi Prepared Etc Nesoi, Not Frozen	14,378,317	203,400	1%	2%	EU
2007	Jams, Fruit Jellies, Marmalades Etc, Cooked	5,230,731	1,617	0%	0%	UAE
2008	Fruit, Nuts Etc Prepared Or Preserved Nesoi	11,248,050	510,976	5%	7%	EU
2009	Fruit Juice Nt Frftd W Vit/Mnl Veg Juice No Spirit	11,952,590	94,366	1%	2%	EGY, EU
<b>Miscellaneous Edible Preparations</b>						
2103	Sauces & Prep; Mixed Condiments, Mustard Flour Etc	19,169,238	686,725	4%	0%	EU
2105	Ice Cream And Other Edible Ice, With Cocoa Or Not	5,447,091	-	0%	0%	EU, TUR
210690	Food Preparations Nesoi	67,123,254	2,913,043	4%	3%	EU
<b>Beverages, Spirits and Vinegar</b>						
2201	Waters, Natural Etc, Not Sweetened Etc; Ice & Snow	4,226,367	85	0%	0%	Eu
2202	Waters, Sweetened Etc & Oth Nonalc Beverages Nesoi	14,925,306	218,295	1%	0%	EU, TUR
2204	Wine Of Fresh Grapes; Grape Must Nesoi	22,785,800	176,114	1%	0%	EU
220830	Whiskies	17,790,259	2,265,900	13%	0%	EU
220840	Rum And Tafia	564,396	235,166	42%	0%	USA, EU
220850	Gin And Geneva	1,321,107	-	0%	0%	EU
220860	Vodka	11,650,163	19,414	0%	0%	EU

Sources: Global Trade Atlas, FAS/Rabat

#### Attachments:

No Attachments