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## Morocco

### Food Service - Hotel Restaurant Institutional

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**Report Highlights:**

Morocco, a U.S. Free Trade Agreement partner, has been a small and declining market for U.S. food and beverages in the food service sector. In 2016, U.S. exports of consumer-oriented agricultural products to Morocco totaled only \$22 million. Best prospects include: dairy products; seafood; dried fruit and tree nuts; pulses; rice; prepared fruits and vegetables; flour mixes and baked goods; confectionary, including chocolate and cocoa; popcorn; sauces and condiments; and alcoholic and non-alcoholic beverages, including coffee. Beef, poultry, and processed eggs have strong potential if market access barriers are removed.

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## SECTION I. MARKET SUMMARY

Since 2007, the Ministry of Industry's [RAWAJ Vision 2020 Plan](#) has supported development of Morocco's food service sector through investments in modern infrastructure projects. At present, Morocco's food service market is growing at 4-6% annually and was valued at \$3.1 billion in 2016 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, 2011-2016

	2011	2012	2013	2014	2015	2016
Food Service Sales, Million US\$	\$2,411	\$2,511	\$2,672	\$2,818	\$2,966	\$3,098
Food Service Establishments, Number	23,930	24,118	24,369	24,572	24,789	25,008

Source: Euromonitor (Chambre du commerce et d'industrie)

See the Annex for a list of Morocco's major food service providers.

### 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 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 fast expanding.
- Following in French tradition, 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.

Table 2: Food Service Distribution

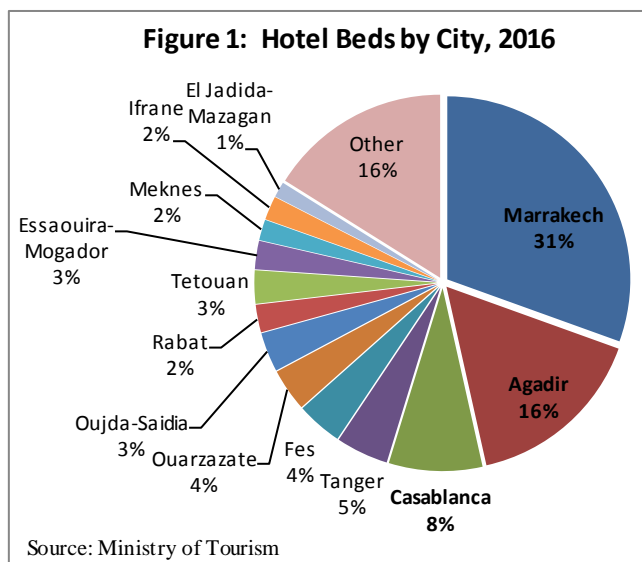
Categories	Number			Service Style, 2016			
	2014	2015	2016	Eat-in	Home Delivery	Take-away	Drive-Through
<b>Quick Service Restaurants:</b> Asian (93), Pizza (140), Ice Cream (174), Burger (225), Fish (226), Chicken (386), Middle Eastern (518), Bakery Products (711), Other (865)	3,138	3,239	3,338	56%	4%	38%	2%
<b>Full Service Restaurants:</b> Latin American (63), Asian (130), Pizza (186), European (209), Middle Eastern (808)	1,321	1,353	1,396	94%	1%	5%	

<b>Street Stalls/Kiosks</b>	1,090	1,110	1,125	8%		92%	
<b>Cafés/Bars</b>	18,872	18,907	18,949		22%	78%	1%

Source: Euromonitor (Chambre du commerce et d'industrie)

## Hotels

- Morocco's upscale lodging options where imported food may be most likely present include primarily a mix of European and Moroccan hotel chains and fragmented set of independent operators. (See Annex)
- Four and five-star hotel accommodations are growing 5% annually, most of which are located in Marrakech.
- 10.3 million foreign tourists (80% Europeans) and 4 million Moroccans living abroad visited Morocco in 2016, up 1.5% from 2015; however, spending was down slightly. [Note: Morocco had targeted a goal of receiving 20 million foreign tourists by 2020.]



## Institutional (Catering)

- Newrest Rahal Maroc and SODEXO are estimated to account for over 80% of the catering market, Newrest being the leader.
- Catering peaks during the summer (May-August) when the festivities tend to concentrate.
- Most catered meals are Moroccan-style, including lamb, beef, poultry, dried fruits and nuts, spices, tea, coffee, and sugar, but requests for western-style buffets are 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

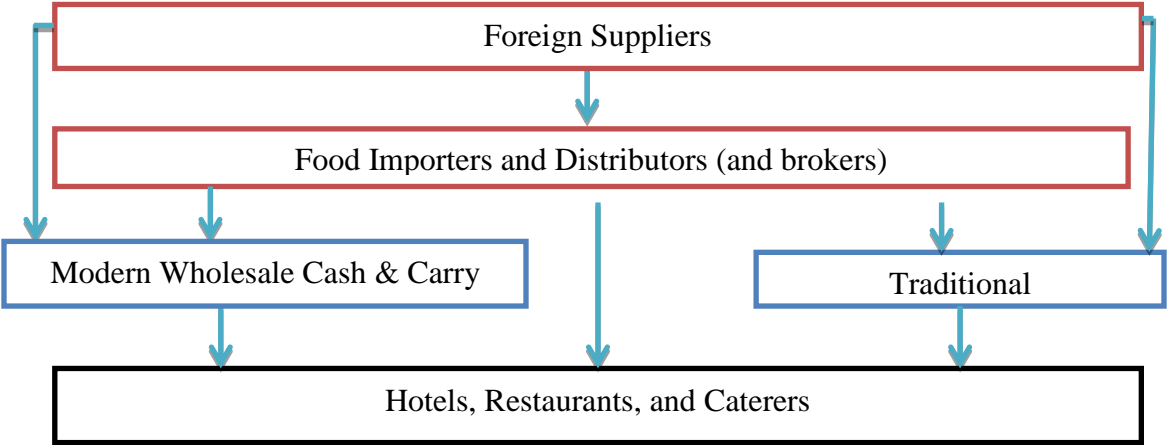
<b>Advantages</b>	<b>Challenges</b>
Expanding number and geographic coverage of international QSRs and sit-down restaurants	Still limited market penetration outside Casablanca and Marrakech
Expanding tourism driving hotel development, which in turn drives supply chain investment to access high-quality, 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 and owned or inspired cafes, bakeries, restaurants, and hotels dominate the landscape and Moroccan mindset
Tolerance of alcohol consumption	Market access for U.S. beef, poultry, 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. For additional information, see the [Morocco Exporter Guide](#).

Figure 4: Distribution Chains for Hotels and Restaurants in Morocco



## SECTION III. COMPETITION

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

Commodity	Product	Average of 2014-2016 (World) (Thousands USD)	Average of 2014-2016 (USA) (Thousands USD)	U.S. Market Share (%)	U.S. Duty	Top Suppliers
<b>Meat And Edible Meat Offal</b>						
0201/02	Meat Of Bovine Animals	\$33,096.3	\$12.9	0.0%	0	AUS, ARG
0203	Meat Of Swine (Pork), Fresh, Chilled Or Frozen	\$328.1	\$0.0	0.0%	0	EU
0207	Meat & Ed Offal Of Poultry, Fresh, Chill Or Frozen	\$1,052.5	\$0.0	0.0%	0	BRA, EU
<b>Fish, Crustaceans &amp; Aquatic Invertebrates</b>						
0302	Fish, Fresh Or Chilled (No Fillets Or Other Meat)	\$16,844.2	\$0.9	0.0%	0	EU
0303	Fish, Frozen (No Fish Fillets Or Other Fish Meat)	\$18,283.7	\$27.3	0.1%	0	EU
0306	Crustaceans Live Frsh Etc Smoked/Cooked Flours Etc	\$91,740.6	\$9.6	0.0%	0	EU
<b>Dairy Products</b>						
0401	Milk And Cream, Not Concentrated Or Sweetened	\$3,919.1	\$0.0	0.0%	0	EU
	Mlk & Crm, Cntd, Swt, Powdr, Gran/Solids, Nov 1.5%					
040210	Fat	\$24,211.4	\$1,418.4	5.9%	0	EU
0405	Butter And Other Fats And Oils Derived From Milk	\$95,931.3	\$17,380.9	18.1%	0	NZL, EU
0406	Cheese and Curd	\$70,852.3	\$5,758.2	8.1%	0	EU
0409	Honey, Natural	\$4,060.0	\$0.0	0.0%	0	CAN
<b>Edible Vegetables &amp; Certain Roots &amp; Tubers</b>						
070190	Potatoes, Except Seed, Fresh Or Chilled, Nesoi	\$189.0	\$20.9	11.1%	0	EU
0703	Onions, Shallots, Garlic, Leeks Etc, Fr Or Chilled	\$17,341.3	\$0.0	0.0%	0	EU
0710	Vegetables (Raw Or Cooked By Steam Etc), Frozen	\$410.1	\$16.3	4.0%	0	EU
0713109920	Peas for Human Consumption	\$1,025.04	\$0.0	0.0%	0	CAN
0713339010	Common Kidney Bean, Except seed	\$12.6	\$0.0	0.0%	0	EGY
0713409090	Lentils except seed	\$9.9	\$0.0	0.0%	0	EU
<b>Edible Fruit &amp; Nuts; Citrus Fruit Or Melon Peel</b>						
080211/12	Almonds	\$1,136.9	\$399.9	35.2%	0 <sup>1</sup>	EU, USA, SAU
080221/22	Hazelnuts	\$259.0	\$0.0	0.0%	0	EU, TUR
080231/32	Walnuts	\$8,206.0	\$6,960.2	84.8%	0	CHL, USA
080250-52	Pistachios	\$1,249.6	\$1,088.6	87.1%	0	USA, IRN, EU
0802900010/85	Pecans	\$160.8	\$147.9	92.0%	0	USA, EU, TUN
080620	Grapes, Dried (Incl. Raisins)	\$746.0	\$85.0	11.4%	0	TUR, IND
080810	Fresh Apples	\$5,637.1	\$121.2	2.1%	0	EU
080820/30	Fresh Pears	\$12,021.0	\$0.0	0.0%	0	EU
81320	Prunes, Dried	\$255.5	\$0.0	0.0%	0	EU
<b>Coffee, Tea, Mate &amp; Spices</b>						
0901	Coffee; Coffee Husks Etc; Substitutes With Coffee	\$95,596.5	\$6.4	0.0%	0	IDN, GIN
090210/30	Green and Black Tea in Pkg Nov. 3 Kg	\$120,446.4	\$42.2	0.0%	0	CHN, EGY, EU
0904-0910	All Spices, Crush or Ground	\$1,253.9	\$34.0	2.7%	0	EU
<b>Cereals</b>						
1006	Rice	\$2,617.8	\$45.5	1.7%	0	EU
<b>Milling Products; Malt; Starch; Inulin; Wht Gluten</b>						
1101	Wheat Or Meslin Flour	\$118.1	\$0.0	0.0%	0	EU, CHN
<b>Oil Seeds And Oleaginous Fruits; Miscellaneous grain, seeds and fruits; Industrial or Medicinal Plants; Straw and Fodder</b>						
1206	Sunflower Seeds, Whether Or Not Broken	\$7,903.9	\$972.7	0.0%	0	EU
<b>Animal Or Vegetable Fats, Oils Etc. &amp; Waxes</b>						
150790	Soybean Oil, Refined, And Fractions, Not Modified	\$1,192.6	\$0.0	0.0%	0	EU, EGY
151620	Vegetable Fats & Oils/Fractions Hydrogenated Etc	\$38,306.9	\$13.1	0.0%	0	UAE, MYS
<b>Edible Preparations of Meat, Fish, Crustaceans, Etc.</b>						
1601	Sausages, Similar Prdt Meat Etc Food Prep Of These	\$180.7	\$0.0	0.0%	0	EU
1602	Prepared Or Preserv Meat, Meat Offal & Blood Nesoi	\$7,796.3	\$87.4	1.1%	0	EU, BRA
1604	Prep Or Pres Fish; Caviar & Caviar Substitutes	\$9,824.2	\$75.4	0.8%	0	SEN, EU
1605	Crustaceans, Molluscs Etc. Prepared Or Preserved	\$251.4	\$0.0	0.0%	0	EU, UAE
<b>Sugars And Sugar Confectionary</b>						
170191	Cane/Beet Sugar, Refined, Solid, Added Flav/Color	\$28.2	\$1.0	3.5%	0	EU, BRA
1704	Sugar Confection (Incl White Chocolate), No Cocoa	\$12,213.4	\$86.3	0.7%	0	EGY, EU
<b>Cocoa And Cocoa Preparations</b>						
1805	Cocoa Powder, Not Sweetened	\$13,525.1	\$0.0	0.0%	0	EU
1806	Chocolate & Other Food Products Containing Cocoa	\$38,008.7	\$56.7	0.1%	10	UAE, EU
<b>Prep Cereal, Flour, Starch Or Milk; Bakers Wares</b>						
1902	Pasta, Prepared Or Not; Couscous, Prepared Or Not	\$14,575.9	\$3.6	0.0%	0	EU, CHN
1905	Bread, Pastry, Cakes Etc; Comm Wafers, Emp Caps Etc	\$29,170.7	\$172.2	0.6%	0	TUR, EU
<b>Prep Vegetables, Fruit, Nuts Or Other Plant Parts</b>						
2002	Tomatoes Prep/Preserved	\$10,630.3	\$15.6	0.1%	0	EGY, EU
200410	Potatoes, Prep/Pres, Frozen	\$13,903.8	\$0.0	0.0%	0	EGY, EU
2005	Vegetables (Excl. Tomatoes, Mushrooms, and	\$11,126.4	\$181.8	1.6%	0	EU
2007	Jams, Fruit, Jellies, Marmalades, Etc, Cooked	\$4,828.3	\$1.8	0.0%	0	UAE
	Fruits, Nuts Etc Prepared Or Preserved Nesoi (ex.					
2008	Peanuts, Citrus Fruits, Cranberries)	\$10,145.9	\$1,218.1	12.0%	0	EU
2009	Fruit Juice Nt Frfd W Vit/Mni Veg Juice No Spirit	\$10,298.3	\$887.6	8.6%	0	EGY, EU
<b>Miscellaneous Edible Preparations</b>						
2103	Sauces & Prep; Mixed Condiments, Mustard Flour Etc	\$12,767.1	\$509.9	4.0%	0	EU
2105	Ice Cream And Other Edible Ice, With Cocoa Or Not	\$4,085.7	\$0.3	0.0%	0	EU, TUR
					0, 8.6, 13.3, 23,	
210690	Food Preparations Nesoi	\$58,307.4	\$1,202.7	2.1%	36, 37 <sup>2</sup>	EU
<b>Beverages, Spirits and Vinegar</b>						
2201/02	Water	\$13,387.9	\$325.5	2.4%	0	EU
2204	Wine Of Fresh Grapes; Grape Must Nesoi	\$13,524.3	\$105.6	0.8%	0	EU
220830	Whiskies	\$16,422.8	\$1,532.9	9.3%	0	EU
220840	Rum And Tafia	\$522.2	\$180.4	34.5%	0	USA, EU
220850	Gin And Geneva	\$1,031.6	\$0.0	0.0%	0	EU
220860	Vodka	\$9,248.1	\$0.0	0.0%	0	EU

Sources: Global Trade Atlas, FAS/Rabat

## **SECTION IV. BEST PRODUCT PROSPECTS**

### **Products present in the market that have good sales potential:**

- Dairy Products (Cheese)
- Almonds, Pistachios, Walnuts
- Spirits

### **Products not present in significant quantities but which have good sales potential:**

- Rice
- Pulses
- Prunes, Raisins, Cranberries
- Apples
- Canned Fruit and Vegetables
- Frozen Food, including Potatoes and Seafood
- Frozen Yogurt and Ice Cream Mixes
- Flour Mixes
- Baked Goods
- Confectionary, including Chocolate and Cocoa
- Popcorn
- Sauces and Condiments
- Non-alcoholic Beverages, including Coffee
- Wine and Beer

### **Products not present because they face significant barriers:**

- Beef – no market access
- Poultry – no market access
- Processed Eggs – no market access



## SECTION V. POST CONTACT AND FURTHER INFORMATION

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## Annex

Table 6: Major Food Service Providers, 2016

Global Brand Owner		Number of Outlets
<b>Quick Service Restaurants</b>		
McDonald's	McDonald's Corp	41
Pizza Hut	Yum! Brands Inc	37
Domino's Pizza	Domino's Pizza Inc	19
Pizza Hut Express	Yum! Brands Inc	19
KFC	Yum! Brands Inc	16
Burger King	Restaurant Brands International Inc	11
Pomme de Pain	Neuhauser International	8
<b>Full Service Restaurants</b>		
Luigi	Ristorante Pasta Di Luigi	24
La grillardière	La Grillardière SA	15
Pinchos	Resto Mall SARL	14
Monsieur Brochette	Groupe Rahal	12
Kiotori	Kiotori SA	11
Relais De Paris	Groupe Relais De Paris	10
Aladdin	Aladdin Groupe	9
Kanoon	la société Mawarid Marocaine	6
<b>Hotel Restaurants</b>		
Atlas Hospitality Morocco Hotels	Atlas Hospitality Morocco SA	24
Ibis	Accor Group	20
Hotels & Resorts of Morocco	Groupe CDG	17
Riad Mogador	Groupe Chaabi	10
Kenzi	Groupe Kenzi SA	10
Sofitel	Accor Group	8
<b>Café/Bars</b>		
Oasis Café	Akwa Group	36
Venezia Ice	Groupe Venezia Ice	30
Segafredo	Massimo Zanetti Beverage Group SpA	11
Lippolis	Dolce & Caffé SARL	9
Llaollao	Llaollao Chesco, Grupo	9
Starbucks	Starbucks Corp	8
Paul	Holder, Groupe	8
Oliveri	Glacier Oliveri	8
Coffee shop Company	Schärf Coffeeshop GmbH	6
<b>Others</b>		<b>216</b>
<b>Total</b>		<b>682</b>

Source: Euromonitor (Chambre du commerce et d'industrie), FAS/Rabat