



**Euromonitor
International**

Consumer Foodservice in the United Arab Emirates

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EXECUTIVE SUMMARY

Consumer foodservice in 2024: The big picture
2024 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

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DISCLAIMER

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2024 DEVELOPMENTS

Further growth for cafés/bars driven by social scene and diverse consumer base
Starbucks retains popularity in highly fragmented competitive landscape
Meal deals by chained specialist coffee shops attract price-sensitive consumers

PROSPECTS AND OPPORTUNITIES

Bars/pubs in Dubai unlikely to be impacted by tax on alcohol sales
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Full-Service Restaurants in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Culinary tourism emerges as key driver of full-service restaurants in local market

Pizza Hut leverages social media to drive consumer engagement

Delivery charges are a concern for many full-service restaurants

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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Limited-Service Restaurants in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid performance as channel continues to benefit from demand for convenience and expanding population

Price-sensitive consumers appreciate special deals

Local brands make gains but international players seek expansion opportunities in the United Arab Emirates

PROSPECTS AND OPPORTUNITIES

Convenience of delivery to support future growth

Regional brand Al Baik is set for further dynamic expansion

Drone delivery system to push innovation in local market

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Self-Service Cafeterias in the United Arab Emirates

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2024 DEVELOPMENTS

- New Ikea Restaurant helps drives growth of self-service cafeterias
- Ikea Restaurant remains dominant brand in niche channel
- Vapiano continues to expand in 2024

PROSPECTS AND OPPORTUNITIES

- Healthy menu as pocket of growth for self-service cafeterias
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Street Stalls/Kiosks in the United Arab Emirates

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising number of outdoor events supports positive growth for street stalls/kiosks
- Independent street stalls continue to dominate channel
- Mr Sugarcane strengthens lead of highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

- Chained operators set for more dynamic performance
- Eat-in and takeaway will remain most popular fulfilment channels

CATEGORY DATA

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Consumer Foodservice By Location in the United Arab Emirates

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2024 DEVELOPMENTS

Strong growth for travel and retail locations driven by investments and inbound arrivals
Consumer foodservice through leisure tends to attract tourists

PROSPECTS AND OPPORTUNITIES

New regulations could hinder stronger growth for lodging locations
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CATEGORY DATA

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