

MENA Food Truck Market: Industry Analysis, Trends, Market Size, and Forecasts up to 2028

Market Report | 2023-02-08 | 60 pages | Infinium Global Research and Consulting Solutions

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Report description:

The report on the MENA Food Truck Market provides qualitative and quantitative analysis for the period from 2020-2028. The report predicts the MENA Food Truck Market to grow with a CAGR of nearly 5% over the forecast period from 2022-2028. The study on Food Truck Market covers the analysis of the leading geographies such as Saudi Arabia, UAE, Qatar, Kuwait, Egypt, Sudan, and Rest of MENA for the period of 2020-2028.

The report on Food Truck Market is a comprehensive study and presentation of drivers, restraints, opportunities, demand factors, market size, forecasts, and trends in the MENA Food Truck Market over the period of 2020-2028. Moreover, the report is a collective presentation of primary and secondary research findings.

Porter's five forces model in the report provides insights into the competitive rivalry, supplier and buyer positions in the market and opportunities for the new entrants in the MENA Food Truck Market over the period of 2020-2028. Further, IGR- Growth Matrix gave in the report brings an insight into the investment areas that existing or new market players can consider.

Report Findings

1) Drivers

- The rapid expansion of mobile dining has come with a significant growth in the food truck market. Which boosts the growth of the market.
- The increasing number of fast-food chains, such as grub hub, caviar, and others enhance the availability to consumers, resulting in strong growth in the food truck market.

2) Restraints

- Government regulations on food trucks due to service tax and traffic rules affect the growth of the market which hamper the growth of the market.

3) Opportunities

- Consumer rising preferences towards fast foods create growth opportunities for this food truck market.

Research Methodology

A) Primary Research

Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The

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primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include

1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry

Our primary research respondents typically include

1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.

B) Secondary Research

Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.

The secondary sources of the data typically include

1. Company reports and publications
2. Government/institutional publications
3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

Segment Covered

The MENA Food Truck Market is segmented on the basis of type, size type, and application.

The MENA Food Truck Market by Type

- Bus
- Van
- Customised Trucks

The MENA Food Truck Market by Size type

- Small
- Medium

The MENA Food Truck Market by Application

- Ice Cream
- Barbeque Food Truck
- Snack Food
- Halal Food
- Fast Food
- Fruits & Vegetable Seller
- Others

Company Profiles

The companies covered in the report include

- WORLD STREET KITCHEN
- Food Truck Company
- Prestige Food Trucks
- Restaurant Brands International Inc.
- Roaming Hunger
- Apparel Group

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- Krispy Kreme Doughnut Corp.
- BinHendi Enterprises
- Americana Foods Inc.
- Yum! Brands
- M&R SPECIALTY TRAILERS AND TRUCKS

What does this Report Deliver?

1. Comprehensive analysis of the MENA as well as regional markets of the Food Truck Market.
2. Complete coverage of all the segments in the Food Truck Market to analyze the trends, developments in the MENA market and forecast of market size up to 2028.
3. Comprehensive analysis of the companies operating in the MENA Food Truck Market. The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

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