

**UAE Food Services Market By Type (Dining Service (Hotels, Restaurants), QSR (Quick Service Restaurants), Cafes, and Others (Cafeteria, Cloud Kitchen, etc.)), By Ownership (Standalone Outlets and Chained Outlets), By Brands (Domestic, International), By Region, By Competition Forecast & Opportunities, 2018-2028F**

Market Report | 2023-11-07 | 82 pages | TechSci Research

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**Report description:**

UAE Food Services Market has valued at USD 16.15 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 17.99% through 2028. The UAE Food Services Market is a thriving and dynamic sector that reflects the country's diverse culinary landscape, rapid urbanization, and the multicultural nature of its population.

The United Arab Emirates (UAE) is known for its affluence and high disposable income levels among its residents. This financial stability has fueled a robust food services industry, with consumers willing to spend on dining out, takeaway, and delivery services. It's common for UAE residents to enjoy dining experiences in a variety of settings, from upscale restaurants to street food stalls.

The UAE's diverse population, consisting of both locals and a significant expatriate community, has led to a rich and varied culinary scene. Visitors and residents can savor cuisine from around the world, including Middle Eastern, Indian, Asian, European, and American dishes. This diversity has given rise to a plethora of restaurants and eateries, catering to a wide range of tastes. The UAE is a popular tourist destination, attracting millions of visitors annually. Tourism plays a pivotal role in driving the food services market, with tourists seeking memorable dining experiences during their stays. This has led to the development of world-class hotels, resorts, and restaurants, making the UAE a gastronomic hub.

Urbanization in the UAE has been rapid, with cities like Dubai and Abu Dhabi witnessing significant population growth. Urban lifestyles have led to changes in eating habits, with a growing preference for convenience, quick-service options, and delivery services. The market has responded by offering a variety of dining formats, including food trucks, cloud kitchens, and online food delivery platforms.

As in many global markets, health and wellness trends have influenced food choices in the UAE. Consumers are increasingly

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seeking healthier options, including organic, gluten-free, and plant-based alternatives. Restaurants and food service providers have adapted to these trends by offering healthier menu choices and transparent nutritional information.

The UAE government places high importance on food safety and hygiene standards. Stringent regulations and inspections ensure that food establishments maintain high standards of quality and safety, instilling consumer confidence.

The UAE food services industry has witnessed a significant digital transformation. Online food delivery platforms, mobile apps, and digital marketing have become integral to the market. This transformation has made it easier for consumers to order food, make reservations, and access information about restaurants and menus.

In conclusion, the UAE Food Services Market is a dynamic and prosperous sector driven by economic affluence, cultural diversity, and evolving consumer preferences. As the UAE continues to attract tourists and residents alike, the market is expected to remain vibrant and adaptable, offering a wide range of culinary experiences and catering to the changing demands of its cosmopolitan population.

#### Key Market Drivers

##### Tourism and Expat Population

One of the primary drivers of the UAE's Food Services Market is the nation's robust tourism industry and a significant expatriate population. The UAE is a major global tourism destination, attracting millions of visitors annually. Tourists from around the world visit the UAE for its stunning architecture, cultural attractions, and luxury experiences. As a result, the demand for diverse dining options, ranging from local Emirati cuisine to international flavors, has grown substantially.

Furthermore, the UAE is home to a large expatriate community, comprising people from various countries and backgrounds. These expatriates often seek familiar foods from their home countries, leading to a thriving market for international cuisine and specialty food stores. The diverse population and the continuous influx of tourists have created a rich and varied food culture in the UAE, with restaurants and food outlets catering to a multitude of tastes and preferences.

##### Rapid Urbanization and Lifestyle Changes

The UAE has witnessed unprecedented urbanization and lifestyle changes over the past few decades. The development of modern cities like Dubai and Abu Dhabi has transformed the culinary landscape. Urbanization has brought about a shift in dietary habits and consumer preferences. People are leading busier lives, and dining out or ordering food has become a common practice.

This change in lifestyle has driven the growth of the Food Services Market in several ways:

**Fast-Casual Dining:** There is a growing demand for fast-casual dining options that provide convenience and quality, catering to busy urban dwellers.

**Food Delivery Services:** The rise of food delivery platforms, such as Deliveroo, Zomato, and Talabat, has revolutionized the food industry. Consumers can order food from their favorite restaurants with a few clicks, further driving the restaurant industry's revenue.

**Health and Wellness:** As people become more health-conscious, there is a growing market for healthier food options, including organic and vegetarian/vegan choices. Many restaurants have adapted their menus to meet these demands.

**Food Innovation:** The UAE's food industry is known for its innovation, with chefs and entrepreneurs constantly introducing new concepts and cuisines to meet the evolving tastes of consumers.

##### Government Initiatives and Events

The UAE government has been proactive in supporting and promoting the Food Services Market. Several initiatives and events have played a pivotal role in its growth:

**Expo 2020 Dubai:** The Expo has acted as a significant catalyst for the food industry. It attracted millions of visitors from around the world, leading to an increase in demand for food services. Additionally, it provided a platform for local and international food businesses to showcase their offerings.

**Culinary Tourism:** The UAE has actively promoted culinary tourism by organizing food festivals, competitions, and events that highlight the country's rich gastronomic heritage and diverse food culture.

**Regulations and Food Safety:** The government has implemented stringent regulations to ensure food safety and quality standards. This has boosted consumer confidence in the food services industry.

**Investment in Food Tech:** The UAE government has encouraged investment in food tech startups and innovations, supporting the growth of online food delivery platforms and other technology-driven solutions.

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## Key Market Challenges

### Intense Competition

One of the foremost challenges in the UAE food services market is the intense competition. The country hosts a plethora of dining options, ranging from high-end Michelin-starred restaurants to street food vendors. Dubai, in particular, is known for its culinary diversity, with cuisines from around the world readily available. This fierce competition can make it challenging for new entrants and existing businesses to carve out a niche and differentiate themselves.

**Opportunity:** While competition can be tough, it also drives innovation. Food service establishments must continuously innovate to stand out in the crowd. Offering unique dining experiences, focusing on specific cuisines or niches, and employing creative marketing strategies can help businesses thrive in this competitive landscape.

### High Operating Costs

Operating costs in the UAE, including rent, labor, and energy, are relatively high compared to many other countries. The cost of real estate, particularly in prime locations like Dubai, can be a significant burden for food service businesses. Additionally, the UAE's labor market is highly diverse, with a large expatriate workforce, and labor costs can account for a substantial portion of operational expenses.

**Opportunity:** Cost management is essential in the UAE food services market. Implementing efficient processes, optimizing staffing levels, and negotiating favorable lease terms are all strategies that can help control costs. Additionally, exploring innovative business models such as cloud kitchens or shared kitchen spaces can reduce overhead expenses.

### Regulatory Challenges

The UAE has strict regulations governing the food services industry. These regulations cover various aspects, including food safety, hygiene, licensing, and alcohol service. Navigating these regulations and ensuring compliance can be a complex and time-consuming process for food service operators. Failure to adhere to these regulations can result in fines, closure of establishments, or reputational damage.

**Opportunity:** While regulatory compliance is a challenge, it is also an opportunity for businesses to demonstrate their commitment to food safety and quality. Establishing robust food safety protocols and investing in employee training can help businesses meet regulatory requirements and build trust with customers. Moreover, working closely with local authorities and industry associations can provide valuable guidance on compliance matters.

In conclusion, the UAE food services market is a thriving and competitive industry with unique challenges. Intense competition, high operating costs, and regulatory hurdles can pose difficulties for businesses in this sector. However, these challenges also present opportunities for innovation, cost management, and building trust with customers. Success in the UAE food services market requires a combination of strategic planning, adaptability, and a commitment to delivering exceptional dining experiences in a dynamic and diverse market.

## Key Market Trends

### Embracing Health and Wellness

One of the most significant trends in the UAE's food services market is the growing emphasis on health and wellness. As consumers become increasingly health-conscious, there is a rising demand for nutritious and balanced meal options. Restaurants, cafes, and food delivery services are adapting to this trend by offering a wider selection of healthy and organic choices.

**Healthy Menu Options:** Many food establishments are revamping their menus to include low-calorie, gluten-free, and vegan dishes. These offerings cater to health-conscious consumers who prioritize nutritious meals. Some restaurants even provide nutritional information alongside their menu items to help customers make informed choices.

**Farm-to-Table Initiatives:** The UAE is witnessing a surge in farm-to-table and locally sourced food initiatives. Restaurants and cafes are partnering with local farms and suppliers to ensure the freshness and quality of their ingredients. This not only supports the local economy but also aligns with sustainability and health-conscious consumer preferences.

**Specialized Health Food Outlets:** Specialized health food outlets, including salad bars, smoothie shops, and juice bars, are becoming increasingly popular. These establishments offer a range of freshly prepared, nutrient-rich options that cater to consumers looking for convenient and healthy on-the-go choices.

### Digital Transformation and Delivery Services

Another key trend in the UAE's food services market is the rapid digital transformation of the industry. Technology is reshaping

the way consumers order, pay for, and receive their food, leading to the rise of online platforms and delivery services.

**Online Ordering and Delivery Apps:** The proliferation of food delivery apps and online ordering platforms has made it easier for consumers to access a wide variety of cuisines and restaurant options. These apps offer convenience, transparency, and user-friendly interfaces, allowing customers to place orders and track deliveries with ease.

**Ghost Kitchens:** Ghost kitchens, also known as virtual kitchens or cloud kitchens, are gaining traction in the UAE. These facilities are designed solely for food preparation and delivery, eliminating the need for physical dine-in spaces. They enable restaurants to focus on delivery services, reducing overhead costs and expanding their reach.

**Contactless Payments and Digital Menus:** To enhance safety and convenience, many restaurants have adopted contactless payment options and digital menus. Customers can scan QR codes to view menus, place orders, and make payments using their smartphones, reducing physical contact and streamlining the dining experience.

#### Culinary Diversity and Fusion Cuisine

The UAE's food services market reflects the nation's diverse and multicultural population, leading to a trend of culinary diversity and fusion cuisine. Restaurants and chefs are continually experimenting with flavors and ingredients from around the world to create unique and exciting dining experiences.

**Global Cuisine Varieties:** The UAE's cosmopolitan environment has led to a thriving market for international cuisines. Restaurants offering dishes from countries such as Japan, Italy, India, and Mexico are abundant, providing residents and tourists with a taste of global gastronomy.

**Fusion Concepts:** Fusion cuisine has gained popularity in the UAE, combining elements of different culinary traditions to create innovative and exciting dishes. For example, fusion restaurants might offer a blend of Middle Eastern and Asian flavors or Mediterranean and South American influences, creating a fusion of tastes that appeals to adventurous diners.

**Food Festivals and Events:** The UAE hosts numerous food festivals and events throughout the year, showcasing a wide range of cuisines and culinary talents. These festivals celebrate diversity and creativity in the food industry, attracting food enthusiasts and promoting culinary tourism.

#### Segmental Insights

##### Type Insights

Quick Service Restaurants (QSRs) have emerged as a dominant and influential segment within the UAE Food Services Market, signifying a shift in consumer preferences, lifestyle, and the culinary landscape of the United Arab Emirates. These QSR establishments have carved out a substantial share of the market, fueled by various factors that reflect the evolving demands and tastes of UAE residents and tourists.

One of the key drivers of QSR success in the UAE is the rapid pace of life in the region. With an ever-increasing number of professionals, tourists, and busy families, quick service restaurants offer a convenient and speedy dining option. Customers can satisfy their cravings without the need for a lengthy dining experience, making QSRs a popular choice for those on the go.

UAE's QSR scene is a diverse melting pot of global flavors and cuisines. International fast-food giants, as well as local chains, offer a wide array of menu options, ranging from traditional Arabic dishes to American, Asian, and European fare. This variety caters to the multicultural demographics of the UAE, appealing to both locals and expatriates with diverse culinary preferences.

QSRs in the UAE have been quick to adapt and innovate, incorporating local flavors and ingredients into their menus. This localization not only enhances the appeal of these establishments but also demonstrates their commitment to catering to the tastes of the UAE population. The introduction of special seasonal menus and limited-time promotions further contributes to their popularity.

Many QSRs in the UAE have embraced technology to enhance the customer experience. Mobile apps for ordering, contactless payments, and self-service kiosks are becoming increasingly common, allowing patrons to place orders with ease and reduce waiting times. This tech-savvy approach resonates well with the digitally connected society of the UAE.

The UAE's culture is marked by a high level of social interaction and gatherings. QSRs provide a convenient and informal setting for friends and families to meet, making them a popular choice for casual dining and socializing. This cultural aspect has contributed significantly to their success.

As a global tourism hub, the UAE attracts millions of visitors annually. QSRs offer a familiar and accessible dining option for tourists from diverse backgrounds, allowing them to sample local and international cuisine in a convenient manner. This makes

QSRs a vital component of the UAE's hospitality and tourism industry.

Amid increasing health and lifestyle awareness, QSRs have also adapted by offering healthier menu options, catering to individuals looking for balanced and nutritious meals. This shift aligns with the changing preferences of health-conscious consumers.

In conclusion, Quick Service Restaurants have secured a significant share in the UAE Food Services Market by tapping into the region's fast-paced lifestyle, diverse culinary preferences, and commitment to innovation. With their ability to cater to both local and global tastes, embrace technology, and provide convenient dining experiences, QSRs are likely to continue playing a pivotal role in shaping the UAE's foodservice industry and meeting the evolving demands of its residents and visitors.

#### Ownership Insights

Chained outlets have emerged as major players in the UAE food services market, securing a significant share and reshaping the culinary landscape of this rapidly growing Gulf nation. The proliferation of chained outlets has been driven by several factors, including consumer preferences, convenience, consistency, and the desire for diverse dining experiences.

One of the primary reasons for the prominence of chained outlets in the UAE's food services sector is the rising demand for international cuisines and familiar global brands. The UAE, particularly cities like Dubai and Abu Dhabi, is a melting pot of cultures, with a diverse expatriate population. Consumers in the UAE often seek out global flavors and restaurant chains that offer consistent taste and quality. As a result, international fast-food chains, casual dining restaurants, and coffee shops have gained immense popularity.

Another crucial factor contributing to the success of chained outlets is the emphasis on convenience and reliability. People in the UAE have busy lifestyles, and they often prioritize quick and hassle-free dining experiences. Chained outlets are known for their standardized menus, efficient service, and adherence to international food safety standards. This consistency is highly appealing to consumers who value reliability in their dining choices.

Moreover, the UAE government has been supportive of the food services industry's growth, creating a conducive business environment for chained outlets to expand and thrive. This includes streamlined regulations, ease of doing business, and investments in infrastructure such as shopping malls and food courts, providing ideal locations for these outlets to establish a presence.

The fast-paced growth of the UAE's tourism industry has also played a significant role in driving the success of chained outlets. The country attracts millions of tourists annually, many of whom are familiar with international restaurant brands. These tourists often seek the comfort and familiarity of these establishments while visiting the UAE, contributing substantially to the chains' revenue.

Chained outlets have adapted to local preferences and cultural nuances as well. Many have introduced menu items that cater to Middle Eastern tastes, ensuring that they are not only serving the expatriate population but also appealing to the local Emirati clientele. This approach has further solidified their position in the market.

Furthermore, the COVID-19 pandemic accelerated the trend toward delivery and online ordering, and many chained outlets swiftly adapted by enhancing their digital presence and offering contactless dining options. This adaptability helped them maintain revenue streams during challenging times.

In conclusion, chained outlets have become a dominant force in the UAE food services market, capitalizing on the country's multicultural population, demand for international cuisines, convenience-driven consumer preferences, and government support for the industry. As the UAE continues to grow as a global culinary destination, chained outlets are likely to maintain and expand their significant share in the market, providing a blend of familiar tastes and new experiences to residents and visitors alike.

#### Regional Insights

Dubai, one of the seven emirates of the United Arab Emirates (UAE), holds a substantial share in the UAE's food services market, reflecting its position as a global culinary and tourism hub. The emirate's remarkable growth and diversification in recent decades have transformed it into a gastronomic paradise, attracting both locals and international visitors. Several factors contribute to Dubai's significant presence in the UAE's food services sector.

Dubai's strategic location, world-class infrastructure, and relentless pursuit of tourism development have made it a magnet for travelers from around the globe. As a result, the city's food services industry has grown exponentially to cater to the diverse tastes and preferences of its multicultural visitors. Dubai's hotels, resorts, and restaurants offer an array of culinary experiences,

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ranging from traditional Emirati cuisine to international flavors.

Dubai stands out for its unparalleled variety of international cuisines. It hosts a myriad of restaurants representing virtually every corner of the globe. From Michelin-starred fine dining establishments to street food stalls, the emirate offers an extensive range of culinary options that cater to a cosmopolitan clientele. This diversity has cemented Dubai's reputation as a global food destination.

Dubai has pioneered the concept of experiential dining. Restaurants in the emirate often combine fine cuisine with immersive experiences. Diners can enjoy meals underwater, in the desert, or atop skyscrapers with breathtaking views, making dining in Dubai a memorable adventure.

Dubai hosts numerous food festivals and events throughout the year, further enhancing its position in the food services market. Events like the Dubai Food Festival, Taste of Dubai, and Dubai Restaurant Week attract food enthusiasts and chefs from around the world, showcasing the city's culinary prowess.

Dubai's large expatriate population has fueled the demand for diverse dining options. People from various countries and cultures have brought their culinary traditions with them, leading to a rich tapestry of flavors and cuisines available in the emirate.

The Dubai government actively supports the food services industry through initiatives and regulations that promote food safety, quality, and innovation. This support has contributed to the growth of a vibrant and competitive food scene.

Dubai continuously attracts investments from international and local restaurateurs and chefs looking to establish or expand their culinary ventures. This influx of investment has led to a constant stream of innovation in the food services market, from concept restaurants to cutting-edge dining technologies.

#### Key Market Players

Al Khaja Group Of Companies

Alamar Foods Company

Alghanim Industries & Yusuf A. Alghanim & Sons WLL

Americana Restaurants International PLC

Apparel Group

BinHendi Enterprises

CKE Restaurants Holdings Inc.

D.ream International

Deli and Meal LLC

Emirates Fast Food Company

#### Report Scope:

In this report, the UAE Food Services market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

##### □□ UAE Food Services Market, By Type:

o□ Dining Service (Hotels, Restaurants)

o□ QSR (Quick Service Restaurants)

o□ Cafes

o□ Others

##### □□ UAE Food Services Market, By Ownership:

o□ Standalone Outlets

o□ Chained Outlets

##### □□ UAE Food Services Market, By Brands:

o□ Domestic

o□ International

##### □□ UAE Food Services Market, By Region:

o□ Dubai

o□ Abu Dhabi

o□ Sharjah

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o Ajman

o Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE Food Services market.

Available Customizations:

UAE Food Services Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

□ Detailed analysis and profiling of additional market players (up to five).

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\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

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Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
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