

Egypt Foodservice - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The Egypt Foodservice Market size is estimated at USD 9.04 billion in 2024, and is expected to reach USD 18.14 billion by 2029, growing at a CAGR of 14.95% during the forecast period (2024-2029).

Growing adoption of e-commerce platforms and rise in international tourist arrivals fueling market expansion

- The quick-service restaurants segment accounted for the largest share of the market in 2022, witnessing a growth of 33.54% from 2020 to 2022. This was due to the increasing number of international arrivals that reached around 11.7 million in 2022, with an increase of 46.2% from 2021 data. IHOP, Popeye's, Buffalo Wild Wings, Red Lobster, Wendy's, Five Guys, and In-N-Out Burger are the most popular chains operating in the country.
- The cloud kitchens segment is projected to be the fastest-growing foodservice type, with a CAGR of 14.84% by value during the forecast period (2023-2029). Owing to the number of online delivery app users in the country, advancements in delivery techniques like the use of heat bags, the 30-minute delivery time, special discounts, acceptance of digital payment, and contactless delivery have gained consumers' interest. For instance, around 38.7% of the population used online food delivery apps in 2021.
- The full-service restaurants segment is expected to occupy a prominent share of the market during the forecast period, with a CAGR of 12.75%, owing to the increasing number of seated dinners in the country. Almost 90% of outings in Egypt revolve around food, and people prefer to visit cafes or restaurants during these outings.
- Cafes and bars are also projected to witness a high CAGR of 14.87% by value during the forecast period, with the second-largest share of 25.9% in 2022. The demand for premium coffee and tea has increased after the pandemic. Around 54% of the population consumed beer in 2022. Public drinking is banned by the government, thus driving the sales of bars and pubs. The increasing

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tourism in the country is increasing the demand for travel and leisure locations.

Egypt Foodservice Market Trends

Egypt's food and beverage industry grows, with global brands like KFC, Buffalo Burger, Domino's Pizza, Starbucks, and Costa coffee expanding their presence

- The number of QSR restaurants increased from 17,626 in 2020 to 18,324 in 2022. This growth is due to the increase in the number of global fast-food brands with their company-operated and franchised chain stores that helps to grow their footprint in the nation. Global fast-food brands such as KFC, Buffalo Burger, and Domino's Pizza operate with a majority of franchised stores. For instance, as of 2022, KFC had 164 restaurants, Buffalo Burger had 45 outlets, and Domino's Pizza had 114 outlets with several franchisee owners in the nation.
- The cloud kitchen segment is expected to be the fastest-growing segment in the market during the study period, which is anticipated to register a CAGR of 5.13%. The cloud kitchen industry has experienced a drastic increase post-pandemic with the rise in online food delivery and takeaways. For instance, since the pandemic, online food ordering has grown by 50% in Egypt as people rely more on ordering a meal from an online food delivery service or company website. The number of cloud kitchen outlets tends to increase more rapidly with the increased penetration of a variety of online food delivery applications. Thus, it is predicted that in the coming three years (2023-2025), the outlets' count will increase by 21%. The number of cafes & bars establishments increased by 1.41% from 2020 to 2021 due to the increased penetration of specialty coffee shops offering gourmet and Arabian coffee, as the demand for caffeinated products is high in the nation. Egyptians mainly consume an average of 1.6 billion cups of coffee daily. Thus, the number of specialty coffee shops is growing significantly with the rise in coffee consumption. Global brands, namely Starbucks and Costa Coffee, are expanding with outlet counts of 68 and 45, respectively.

FSR and QSR are booming in Egypt, with popular dishes like medames, ghanoush, hummus, kababs, burgers, and falafel

- The average order value was the highest among the full service restaurants in 2022 compared to other foodservice types, with a price of USD 11.74. The demand for FSR is expected to continue to grow in the coming years, with opportunities for growth in several areas, including the expansion of the restaurant chains, the development of new dining concepts, and the increasing popularity of fine dining. Saigon Restaurant & Lounge, Noble House, and Birdcage are some of the country's popular Asian restaurants. Popular dishes offered by the FSR in the country include medames, ghanoush, and hummus, which were priced at USD 5.4, USD 4.8, and USD 4.25 per 300 grams, respectively, in 2022.
- Cloud kitchens are expected to grow at a faster rate in the coming years, owing to the expansion of the delivery and takeaway market. The average order value of cloud kitchens was USD 9.02 in 2022. Popular dishes in cloud kitchens include kabab, ghanoush, falafel, and shawarma, priced at USD 3.2, USD 4.8, USD 4.2, and USD 4.75 per 250 grams, respectively, in 2022.
- The average order value of quick service restaurants increased by 10.52% from 2017 to 2022. The entry of various national and international players in the QSR segment in the country has significantly widened the chained quick service fast-food outlet segment due to the rapidly expanding middle-class population and increased consumer spending on fast food. Popular dishes offered by the QSR in the country include kababs, burgers, and falafel, priced at USD 3.2, USD 3.5, and USD 4.2 per 300 grams,

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respectively, in 2022. The QSR segment is expected to grow further, with an opportunity for players to expand their menu offerings and cater to the evolving tastes and preferences of Egyptian consumers.

Egypt Foodservice Industry Overview

The Egypt Foodservice Market is fragmented, with the top five companies occupying 11.75%. The major players in this market are Alamar Foods Company, Americana Restaurants International PLC, Mansour Group, Mo'men Group and SAAL Invest (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Number Of Outlets

4.2 Average Order Value

4.3 Regulatory Framework

4.3.1 Egypt

4.4 Menu Analysis

5 MARKET SEGMENTATION (includes market size in Value in USD, Forecasts up to 2029 and analysis of growth prospects)

5.1 Foodservice Type

5.1.1 Cafes & Bars

5.1.1.1 By Cuisine

5.1.1.1.1 Bars & Pubs

5.1.1.1.2 Cafes

5.1.1.1.3 Juice/Smoothie/Desserts Bars

5.1.1.1.4 Specialist Coffee & Tea Shops

5.1.2 Cloud Kitchen

5.1.3 Full Service Restaurants

5.1.3.1 By Cuisine

5.1.3.1.1 Asian

5.1.3.1.2 European

5.1.3.1.3 Latin American

5.1.3.1.4 Middle Eastern

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- 5.1.3.1.5 North American
- 5.1.3.1.6 Other FSR Cuisines
- 5.1.4 Quick Service Restaurants
- 5.1.4.1 By Cuisine
- 5.1.4.1.1 Bakeries
- 5.1.4.1.2 Burger
- 5.1.4.1.3 Ice Cream
- 5.1.4.1.4 Meat-based Cuisines
- 5.1.4.1.5 Pizza
- 5.1.4.1.6 Other QSR Cuisines
- 5.2 Outlet
- 5.2.1 Chained Outlets
- 5.2.2 Independent Outlets
- 5.3 Location
- 5.3.1 Leisure
- 5.3.2 Lodging
- 5.3.3 Retail
- 5.3.4 Standalone
- 5.3.5 Travel

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles (includes Global Level Overview, Market Level Overview, Core Business Segments, Financials, Headcount, Key Information, Market Rank, Market Share, Products and Services, and Analysis of Recent Developments).
- 6.4.1 Alamar Foods Company
- 6.4.2 Americana Restaurants International PLC
- 6.4.3 Fawaz Abdulaziz AlHokair Company
- 6.4.4 Hassan Abou Shakra Restaurants
- 6.4.5 Mansour Group
- 6.4.6 Mo'men Group
- 6.4.7 SAAL?Invest
- 6.4.8 TBS Co.
- 6.4.9 The Olayan Group

7 KEY STRATEGIC QUESTIONS FOR FOODSERVICE CEOS

8 APPENDIX

- 8.1 Global Overview
- 8.1.1 Overview
- 8.1.2 Porter's Five Forces Framework
- 8.1.3 Global Value Chain Analysis
- 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights

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8.5 Data Pack

8.6 Glossary of Terms

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