

## **Kuwait Foodservice - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029**

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### **Report description:**

The Kuwait Foodservice Market size is estimated at USD 3.26 billion in 2024, and is expected to reach USD 4.88 billion by 2029, growing at a CAGR of 8.40% during the forecast period (2024-2029).

An increase in the number of online meal delivery application users and a rise in the number of outlets favour the market growth

- The demand for cloud kitchens has increased over the past years and is forecast to witness the fastest-growing CAGR value of 14.02% from 2023 to 2029. This is due to the increasing penetration rate of online food delivery, which reached around 34.7% in 2022. However, the number of online meal delivery app users also reached a high number of around 1.04 million in 2022. The number of internet users in Kuwait increased by 35 thousand from 2020 to 2021. The business owners see this as an opportunity to turn to ghost kitchen concepts. International chains are also entering the market because the operational cost of ghost kitchens is low. Construction and service costs are lower than fine dining, casual dining, and quick service restaurants, which, in turn, affects the cost of food, ensuring the prices remain lower than a dine-in menu.

- The market for cafes and bars in Kuwait also accounts for a significant share, which is further expanding primarily due to the rise in cafes offering authentic snacks with a variety of beverages. Over the review period, coffee shops witnessed steady growth due to their increasing popularity as social outlets for friends, family, colleagues, and business associates. Owing to the high coffee consumption, the per capita reached more than 2.95 kg in 2022, 5.7% higher than in 2019.

- In 2022, around 35% of the population in Kuwait was dining out more than the previous year. However, the increasing number of overall foodservice orders per year reached over 0.22 million in 2022, witnessing a hike of 63,313 from 2017 to 2022, while sales of FSR and QSR outlets observed a hike of 41.01% and 20.43%, respectively, from 2020 to 2022.

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## Kuwait Foodservice Market Trends

Kuwait's food service industry grew significantly in value terms from 2017 to 2022, driven by quick-service restaurants and cafes & bars

- The total number of foodservice establishments increased by 1,598 outlets from 2017 to 2022, with sales rising at a CAGR of 7.10% by value during the same period. Quick-service restaurants accounted for the major share in the number of food service outlets, amounting to 56.92% in 2022, with 4,940 outlets, in line with big chains expanding due to increasing demand and low set-up costs. In 2021, the number of Pizza Hut outlets reached 63, KFC was operating with 66 outlets, McDonald's with 77 outlets, and Burger King with 74 outlets, specifically in Kuwait.
- Cloud kitchens are projected to witness a high CAGR value of 4.65% during the forecast period (2023-2029). This is owing to the increasing number of online orders and the growing delivery app user penetration, which was around 23.5% in 2021. However, set-up costs are high for fine dining restaurants, which also drives the sales for ghost kitchens in the country. As most of the food is ordered online, the improving delivery techniques like acceptance of digital payments, fast deliveries, offers on orders, and heat bags used to deliver food are gaining customer attention. Some of Kuwait's top food delivery apps include Deliveroo, Talabat, Cravez, Carriage, and KFC Kuwait. Cafes & bars are also gaining popularity, and the segment is forecast to witness a CAGR of 2.42% from 2023 to 2029 due to increased foreign arrivals in the country, which has increased both alcoholic and non-alcoholic drinks sales annually. As of 2021, the number of international tourists arriving in Kuwait was around three million more than in 2020. The market is at a recovery stage after the pandemic, and the demand is increasing as foreign travel is increasing.

Inflation, rising tourism, and increased consumption driving food prices in Kuwait

- FSRs accounted for a high average order value, which was around USD 20.61 in 2022. They provide dine-in facilities and entertainment like music and opera to attract customers' interest. Due to these higher service costs, the average order value price is higher for FSR since they require skilled chefs to prepare food. However, Kuwait imports around 95% of its food from abroad. Rising food prices are a downside to the outlook for consumer spending as it weighs on consumer purchasing power.
- The average order value for QSR increased by 10.89% from 2017 to 2022. Due to the increased fast food consumption, fast food like meat-based cuisines, pizza, burgers, and kebabs are more in demand. The number of orders per year reached over 60,000, witnessing a hike of 23% from 2017 to 2022, which fueled the market growth and increased the order costs.
- The inflation rate increased by 3.2%, with an average of 1.23% from 2019 to 2022, observing a hike of 1.32% from the 2020 rate. Food consumption is also high in the country, amounting to around 3 million metric tons of food in 2021. As international chains are entering the market with their high-cost menus, they provide unique dining experiences with premium ingredients that are mainly imported. The cost of staff and other facilities have also increased the menu cost. With rising tourism in the country, people are willing to pay high prices for premium drinks and food with a unique dining experience, which is resulting in a hike in sales. The prices are increasing due to rising imports and operational costs for foodservice outlets.

## Kuwait Foodservice Industry Overview

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The Kuwait Foodservice Market is fragmented, with the top five companies occupying 3.13%. The major players in this market are Alghanim Industries & Yusuf A. Alghanim & Sons, W.L.L., Gastronomica General Trading Company W.L.L., Kout Food Group K.S.C.C., LuLu Group International and Mohamed Naser Al-Hajery & Sons Ltd. (sorted alphabetically).

Additional Benefits:

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

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