

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

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Report description:

The Qatar Foodservice Market size is estimated at USD 1.84 billion in 2024, and is expected to reach USD 2.89 billion by 2029, growing at a CAGR of 9.45% during the forecast period (2024-2029).

A growing trend of mid-range restaurants is observed to make eating out more affordable in the country

- The full-service restaurants segment of the Qatari foodservice market offers a popular dining option for locals and expatriates. The average cost of a three-course meal for two people at a mid-range restaurant in Doha, Qatar, costs around 55 USD as of 2023. This is considered to be relatively expensive compared to many other countries in the region. However, there has been a growing trend of mid-range full-service restaurants opening up in Qatar in recent years, offering more affordable dining options without compromising on quality. These restaurants generally offer a wide range of cuisines and dining experiences at more affordable prices, thus, catering to a broader range of consumers.

- Qataris are relying on QSR outlets for their daily meals due to the convenience, affordability, and variety they offer. Fast food chains like McDonald's, KFC, and Burger King are quite popular in the country. However, there is also a growing demand for healthier options, and many QSRs are now offering more nutritious menu items. Hence, quick service restaurants in Qatar are anticipated to record a CAGR of 8.12% by value during the forecast period.

- The demand for cloud kitchens in Qatar is expected to continue to grow, driven by the increasing popularity of online food delivery services and the cost-effectiveness of cloud kitchens as a business model. Many cloud kitchens have been set up in Qatar to cater to the increasing demand for online food delivery services. Some popular cloud kitchen operators in Qatar include Deliveroo Editions, which partners with local and international restaurants to offer delivery-only meals, and Caviar, which offers a range of cuisines through its cloud kitchen in Doha. Hence, the cloud kitchens segment is anticipated to register a CAGR of

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18.17% by value during the forecast period.

Qatar Foodservice Market Trends

Quick service restaurants in Qatar growing in popularity as tourism industry booms

- Quick service restaurants in Qatar accounted for a share of 41.42% of the total foodservice outlets in the country. Qatar received around 729,000 international arrivals in the first half of 2022, which was 19% higher than the full-year visitors in 2021, which amounted to about 611,000. Qatar has been investing heavily in the tourism industry, which has increased the number of visitors to the country. Tourists often seek convenient and fast dining options, making QSRs a popular choice.
- Cloud kitchen outlets are anticipated to register the fastest growth in the market, with a CAGR of 6.20% by value during the forecast period. With the rise of food delivery apps and online ordering, consumers are seeking more convenient and faster ways to access their favorite foods. Cloud kitchens provide this convenience by delivering restaurant-quality food directly to customers' homes or offices. Food delivery players such as Talabat and Carriage held around 75% of the market share in 2022. Several new players are entering the food delivery market. For instance, Deliveroo entered Qatar in 2022. The growth of online food delivery players is expected to boost the growth of cloud kitchen outlets in Qatar.
- The Qatari government has launched several initiatives to support small and medium-sized enterprises (SMEs), including cloud kitchens. The Ministry of Commerce and Industry offers financial incentives to SMEs that meet certain criteria, such as being innovative and contributing to the country's economic development. The government has also streamlined the process for obtaining licenses to open new restaurants, making it easier for entrepreneurs to enter the Qatari foodservice market.

FSR registers the highest order value, contributed by popular dishes like machboos, quzi, shawarma, saloona, and biryani

- The average order value of full service restaurants was around 42% higher compared to quick service restaurants in Qatar in 2022. Full-service restaurants usually offer a wider range of menu items, including higher-priced items such as appetizers, entrees, desserts, and alcoholic beverages. This allows customers to have a more extensive dining experience, which can increase the overall order value. Some popular full service dishes in Qatar include Machboos, priced around USD 16.5 per 300 g; Quzi, priced around USD 12.5 per 300 g; Shawarma, priced around USD 8.5 per 300 g; Saloona, priced around USD 9.4 per 300 g; and Biryani, priced around USD 9.1 per 500 gram.
- Cafes and bars were the most affordable foodservice type as of 2022. Cafes often have a more casual atmosphere and less formal service compared to fine dining establishments, which can help keep prices down. Cafes often serve a limited selection of food and beverage items, which helps streamline their operations and reduce costs. This also allows them to offer more affordable prices while still maintaining a reasonable profit margin. However, there has been a trend toward offering more upscale and premium menu items in cafes, such as specialty coffee drinks, artisanal pastries, and gourmet sandwiches. Such factors may increase the average order value in the cafes sub-segment.
- Consumers who order food online are more likely to add extra items to their orders, resulting in higher AOVs for restaurants. Online orders have a 20% higher average value compared to in-store orders. Around 43% of consumers added additional items to their orders while using online delivery platforms as of 2020. About 48% of consumers were also willing to pay extra for faster

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delivery, which can further increase the AOV for QSRs and other foodservice type segments.

Qatar Foodservice Industry Overview

The Qatar Foodservice Market is fragmented, with the top five companies occupying 3.86%. The major players in this market are Al Mana Restaurants & Food Company, Americana Restaurants International PLC, LuLu Group International, M.H. Alshaya Co. WLL and Sterling Catering Service (sorted alphabetically).

Additional Benefits:

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

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