

## **United Arab Emirates Quick Service Restaurant - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

United Arab Emirates Quick Service Restaurant Market Analysis

The United Arab Emirates Quick Service Restaurants (QSR) market was valued at USD 6.55 billion in 2025 and estimated to grow from USD 7.84 billion in 2026 to reach USD 19.27 billion by 2031, at a CAGR of 19.71% during the forecast period (2026-2031). This growth is driven by the country's urbanizing population and the lifestyles of its predominantly expatriate residents who prefer convenient, diverse, and affordable dining options. The market consists of global and regional QSR brands offering various cuisines. Digital ordering and delivery platforms support market growth by increasing accessibility and meeting consumer demands for efficient food service. The country's economic environment, supported by tourism, business centers, and hospitality sectors, generates consistent demand from domestic and international customers seeking quick food options. Independent outlets hold significant market share by offering authentic and culturally adapted menus, while chain restaurants expand through franchise partnerships and technology investments to improve operations. Dubai and Abu Dhabi represent the primary markets, with other emirates emerging as growth areas due to developing infrastructure and lower operating costs. Changes in lifestyle, digital adoption, and increasing health awareness are reshaping the Quick Service Restaurants market, driving changes in menu options and service delivery methods.

United Arab Emirates Quick Service Restaurant Market Trends and Insights

Lifestyle shifts toward convenience

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The United Arab Emirates Quick Service Restaurants (QSR) market is fundamentally driven by the increasing consumer preference for convenience dining, shaped by rapid urbanization. The expanding urban population has intensified the demand for efficient and easily accessible dining solutions. The substantial workforce, comprising both local professionals and expatriates, actively seeks time-optimized meal options, significantly contributing to the expansion of quick-service dining. The integration of advanced digital ordering systems and sophisticated food delivery platforms has revolutionized accessibility and transformed service delivery beyond conventional dine-in experiences. According to World Bank data, the United Arab Emirates' urban population reached 87.78% in 2023, demonstrating sustained urban development. This concentrated urban demographic maintains consistent demand for convenient food options across major metropolitan centers like Dubai and Abu Dhabi. The dynamic urban environment has compelled Quick Service Restaurants outlets to implement comprehensive improvements in menu diversity, operational efficiency, and technological integration, positioning convenience as the primary catalyst for market expansion in the United Arab Emirates Quick Service Restaurants market.

#### Rise of dual-income households

The increasing prevalence of dual-income households drives growth in the United Arab Emirates' Quick Service Restaurants (QSR) market. As both partners work full-time, the resulting time constraints create higher demand for convenient dining options. These households typically seek efficient, accessible meal solutions with minimal preparation time, aligning with the QSR format's emphasis on quick service. This trend increases both dine-in and delivery orders while prompting QSR operators to develop ready-to-eat, nutritious, and cost-effective menu items suited to busy consumers. According to the International Labour Organization (ILO), the country's employment-to-population ratio reached 79.8% in 2024, indicating strong adult workforce participation and a significant proportion of dual-income households. This demographic pattern supports QSR consumption as families seek efficient meal solutions while managing work commitments. The high employment ratio sustains demand for convenient food options, establishing the QSR sector as an essential component of the UAE's foodservice industry that addresses modern lifestyle requirements.

#### Heavy dependence on imported ingredients

The United Arab Emirates Quick Service Restaurants (QSR) market faces significant constraints due to its heavy reliance on imported ingredients. The country's arid climate and limited agricultural capacity require importing most food commodities, including meats, grains, dairy products, and fresh produce. This dependence subjects QSR operators to global price volatility, supply chain vulnerabilities, and elevated logistics expenses, affecting their menu consistency and operational efficiency. Supply disruptions from import regulations, policy changes, or global events can create ingredient shortages and delivery delays, impacting food service reliability. Quick Service Restaurants operators must frequently adjust to varying ingredient availability and cost fluctuations while meeting increasing consumer demands for quality and diverse menu options. The situation is further complicated by inflationary pressures, currency variations, and transportation disruptions, requiring even established restaurant chains to develop robust contingency plans. Additionally, the extensive reliance on international sourcing poses environmental challenges through increased carbon emissions from long-distance transportation and complex supply chains.

Other drivers and restraints analyzed in the detailed report include:

Health consciousness and demand for healthier options  
Menu innovation and product differentiation  
Strict regulatory compliance

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

The meat-based cuisines segment holds a 31.72% market share in the United Arab Emirates Quick Service Restaurants market in

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2025, driven by the country's affluent consumers and traditional preferences for protein-rich meals. The segment's strength stems from the widespread popularity of Middle Eastern and South Asian meat dishes, including kebabs, shawarma, grilled meats, and fried chicken, which appeal to both local and expatriate populations. The country's diverse population, comprising residents from regions with high meat consumption patterns, maintains a consistent demand for halal-certified meat products. The growing health consciousness among consumers supports the consumption of nutrient-dense meats, particularly mutton, which represents the largest portion of the red meat category and shows steady growth alongside premium and organic meat options.

The pizza segment in the market is experiencing significant growth, with a projected CAGR of 21.39% through 2031. This growth is driven by pizza's adaptability to diverse consumer preferences, offering customizable options that appeal to the country's multicultural population. The segment benefits from increased demand for convenience food, supported by digital ordering systems and delivery platforms across dine-in and takeaway services. The United Arab Emirates demonstrated the segment's innovation potential by setting a Guinness World Record for the longest line of sustainable pizzas. On November 21, 2024, ItalfordFZ LLC (UAE) created this record in Dubai with 2,059 continuous pizzas using environmentally friendly ingredients and processes. This achievement reflects the segment's commitment to sustainability and its alignment with consumer preferences for environmentally responsible food options.

Independent outlets dominated the United Arab Emirates Quick Service Restaurants market with a 53.02% market share in 2025. This leadership position stems from their ability to deliver authentic, localized, and personalized dining experiences. These establishments demonstrate greater flexibility in menu customization, pricing strategies, and ingredient sourcing, thereby attracting consumers who seek distinctive and culturally relevant dining options. Their ability to quickly adapt to emerging consumer preferences, including health-focused menus and sustainable practices, helps maintain their market position against chain competitors. Independent outlets also leverage their strong community connections and quality reputation to maintain a dedicated customer base.

Chained outlets are projected to grow at a CAGR of 20.05% through 2031. This expansion is supported by established brand recognition, comprehensive franchise networks, and investments in technology, marketing, and operations. These outlets leverage economies of scale to offer competitive pricing, standardized quality, and a diverse menu selection. Their strategic presence in high-traffic locations such as malls, airports, and business districts facilitates market expansion. The integration of digital ordering systems, customer loyalty programs, and delivery services enhances accessibility and customer retention, contributing to increased sales and market growth.

The United Arab Emirates Quick Service Restaurant Market Report is Segmented by Cuisine (Bakeries, Burger, Ice Cream, Meat-Based Cuisines, Pizza, and Other QSR Cuisines), Outlet (Chained Outlets, Independent Outlets), Location (Leisure, Lodging, Retail, Standalone, and Travel), and Service Type (Dine-In, Takeaway, and Delivery). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Americana Restaurants International PLC M.H. Alshaya Co. WLL Emirates Fast Food Co. (McDonald's UAE) The Olayan Group Apparel Group AlAmar Foods Co. Al Sayer Franchising Co. Albaik Food Systems Company Alghanim Industries Kamal Osman Jamjoom Group LLC Ring International Holding AG SFC Group Restaurant Brands International Inspire Brands Inc. Herfy Food Services Co. Galadari Ice-Cream Co. LLC (Baskin-Robbins) Broccoli Pizza and Pasta LLC Papa John's International Inc. Al Islami Foods (Al-Farooj Fresh) Five Guys Holdings Inc.

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format

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