

Full-service Restaurants - Saudi Arabia

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Abstracts

Dining out proved increasingly popular during the review period, with consumers increasingly socialising over a meal at full-service restaurants. This was partly due to the influence of the media, with an increasing number of Arabic TV programmes focused on families and friends socialising in restaurants. In addition, this trend was encouraged by the country's demographics, with dining out proving more affordable and particularly popular among young families with no or only a few children.

Euromonitor International's Full-Service Restaurants in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Asian Fast Food, Asian Full-Service Restaurants, Bakery Products Fast Food, Bars/Pubs, Burger Fast Food, Cafés, Casual Dining Full-Service Restaurants, Chained 100% Home Delivery/Takeaway, Chained Cafés/Bars, Chained Fast Food, Chained Full-Service Restaurants, Chained Pizza Consumer Foodservice, Chained Self-Service Cafeterias, Chained Street Stalls/Kiosks, Chicken Fast Food, Convenience Stores Fast Food, European Full-Service Restaurants, Fast Casual Dining, Fish Fast Food, Ice Cream Fast Food, Independent 100% Home Delivery/Takeaway, Independent Cafés/Bars, Independent Fast Food, Independent Full-Service Restaurants, Independent Pizza Consumer Foodservice, Independent Self-Service Cafeterias, Independent Street Stalls/Kiosks, Juice/Smoothie Bars, Latin American Fast Food, Latin American Full-Service Restaurants, Middle Eastern Fast Food, Middle Eastern Full-Service Restaurants, North American Full-Service Restaurants, Other 100% Home Delivery/Takeaway, Other Fast Food, Other Full-

Service Restaurants, Pizza 100% Home Delivery/Takeaway, Pizza Fast Food, Pizza Full-Service Restaurants, Specialist Coffee Shops.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Full-Service Restaurants market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2011

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Executive Summary

Strong Growth Slows Only Slightly Towards End of Review Period

Consumers Increasingly Attracted by Brands

Fragmented Sales Led by Strong Fast Food Brands

Chains Continue To Gain Share in 2010

Stronger Growth Ahead for Forecast Period

Key Trends and Developments

Economic Growth Tempered Only by High Inflation

Consumers Become More Aware of Health Problems and Their Cause

Young Population Supports Growth

Eating Out As Entertainment

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