

# **United Arab Emirates Food Services Market By Type (Full-Service Restaurants, Quick Service Restaurants, Others), By Ownership (Standalone Outlets, Chained Outlets), By Brands (Domestic, International), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/UDB4A67DC85AEN.html>

Date: February 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: UDB4A67DC85AEN

## **Abstracts**

The United Arab Emirates Food Services market was valued at USD 17.25 Billion in 2024 and is expected to grow to USD 24.45 Billion by 2030 with a CAGR of 19.32% during the forecast period. The United Arab Emirates Food Services market is driven by several key factors, including the country's thriving tourism sector, rising disposable incomes, and a growing expatriate population. As a part of this, according to a recent study, the travel and tourism sector contributed nearly USD 15.74 billion to the UAE's GDP in 2022, accounting for 9% of the total GDP. The overall expenditure of international tourists in 2022 was USD 11.04 billion. The UAE's diverse population has led to an increased demand for a wide variety of food options, from traditional Middle Eastern dishes to international cuisines. Also, the government's focus on economic diversification and infrastructure development has further boosted the food services industry, making it a key sector in the UAE economy. The increasing number of dining outlets, quick-service restaurants (QSRs), and delivery services has also contributed to the growth of the market. Also, changing consumer preferences towards healthier and more sustainable food options are shaping the future of the food services landscape in the UAE.

### **Key Market Drivers**

Rising Expat Population Across the Region

The rising expatriate population across the United Arab Emirates (UAE) plays a significant role in the expansion of the food services market. The UAE has long been a hub for expatriates from all around the world, particularly from South Asia, Europe, and the Middle East. As the number of expatriates continues to increase, their diverse culinary preferences are driving demand for a wider range of dining options, including international cuisines and fusion food offerings. Expatriates often seek comfort foods from their home countries, which has led to the proliferation of restaurants offering Indian, Filipino, Western, and other global flavors. This demographic shift has encouraged food service providers to diversify their menus, cater to various dietary needs, and adopt new food trends to meet the evolving tastes of expatriates. The growing expatriate population also contributes to the demand for quick-service restaurants (QSRs), food delivery services, and online food ordering platforms. As these residents prioritize convenience and quality, food service providers are increasingly focusing on offering fast, accessible, and high-quality dining experiences. With expatriates being a key consumer base, the UAE's food services market is expected to continue its growth, driven by their increasing numbers and changing dining preferences.

## Key Market Challenges

### Intense Competition Among Players

Intense competition among players is one of the key challenges facing the UAE food services market. As the food service sector continues to grow, both local and international brands are vying for market share, leading to heightened competition, particularly in major urban centers like Dubai and Abu Dhabi. The entry of numerous quick-service restaurants (QSRs), cafes, fast-casual chains, and fine dining establishments has saturated the market, forcing companies to constantly innovate and differentiate themselves to attract and retain customers. This intense competition results in price wars, which can negatively impact profit margins, especially for smaller operators who may struggle to match the marketing budgets and promotional strategies of larger chains. Also, consumers' expectations for quality, service, and convenience are continuously rising, pushing food service providers to deliver exceptional experiences consistently. In response to this competitive pressure, companies must adopt strategies such as menu diversification, superior customer service, technological integration (e.g., mobile apps and online ordering), and enhancing delivery services. Also, maintaining a strong brand presence and effectively engaging with customers through social media and loyalty programs has become increasingly important.

Ultimately, while competition drives innovation, it also presents challenges for food service businesses to sustain profitability, differentiate their offerings, and stand out in an overcrowded market.

## Key Market Trends

### Rising Trend of Online Ordering

The rising trend of online ordering is a significant driver in the UAE food services market. As a part of this, according to a recent study, as of 2024, the online food delivery market penetration rate in the United Arab Emirates would rise continuously from 2024 to 2028, totaling an increase of 6.9 percentage points. With the growing use of smartphones and digital platforms, more consumers are opting for the convenience of ordering food online. This shift is especially prominent in urban areas like Dubai and Abu Dhabi, where busy lifestyles and a preference for convenience make online ordering an attractive option. The trend is fueled by the increasing availability of food delivery apps and platforms, such as Uber Eats, Deliveroo, and Talabat, which have made it easier for customers to access a wide variety of dining options from the comfort of their homes or workplaces. Also, many restaurants are integrating their own online ordering systems to cater to the demand, allowing for more direct engagement with customers and better control over the ordering process. Online ordering has become an essential part of the food service experience, offering benefits such as contactless payments, personalized menus, and real-time tracking of orders. As consumers continue to prioritize convenience and speed, the demand for delivery services is expected to rise further. This trend is also prompting food service businesses to enhance their digital presence, invest in user-friendly websites and mobile applications, and streamline delivery processes to meet customer expectations. Overall, the rising trend of online ordering is reshaping the UAE food services market, driving growth, innovation, and greater competition in the sector.

## Key Market Players

Al Khaja Group

Alamar Foods Company

Americana Restaurants International Plc

Apparel Group

CKE Restaurants Holdings, Inc.

Starbucks Coffee Company

Americana Restaurants International Plc

Domino's Pizza

D.ream international

Deli & Meal LLC

#### Report Scope:

In this report, the United Arab Emirates Food Services Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United Arab Emirates Food Services Market, By Type:

Full-Service Restaurants

Quick Service Restaurants

Others

United Arab Emirates Food Services Market, By Ownership:

Standalone Outlets

Chained Outlets

United Arab Emirates Food Services Market, By Brands:

Domestic

International

## United Arab Emirates Food Services Market, By Region:

Dubai

Abu Dhabi

Sharjah

Rest of UAE

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United Arab Emirates Food Services Market.

## Available Customizations:

United Arab Emirates Food Services Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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