



# Self-Service Cafeterias in Egypt

February 2024

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## Self-Service Cafeterias in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lower constant value growth for self-service cafeterias than other formats with strong competition from limited-service restaurants

IKEA remains the standalone market player in the category

Co-working spaces, culture centres and bookstores provide promise for the category's prospects

#### PROSPECTS AND OPPORTUNITIES

Self-service technology develops in the Egyptian market

Growth of self-service cafeterias from a low base over the forecast period

IKEA remains the sole chained operator in self-service cafeterias over the forecast period

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