



Limited-Service Restaurants in the United Arab Emirates

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Solid performance as channel continues to benefit from demand for convenience and expanding population
- Price-sensitive consumers appreciate special deals
- Local brands make gains but international players seek expansion opportunities in the United Arab Emirates

PROSPECTS AND OPPORTUNITIES

- Convenience of delivery to support future growth
- Regional brand Al Baik is set for further dynamic expansion
- Drone delivery system to push innovation in local market

CATEGORY DATA

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Consumer Foodservice in the United Arab Emirates - Industry Overview

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