

# Limited-Service Restaurants in Saudi Arabia

March 2025

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# Limited-Service Restaurants in Saudi Arabia - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Strong performance for limited service restaurants, with promotions remaining popular Middle Eastern limited-service restaurants dominate in terms of outlet numbers Health and wellness trend has growing influence on menus

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Boycotts could have long-term impact on the market Loyalty programmes to boost sales Food delivery apps offer further growth potential

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