



Euromonitor
International

Consumer Foodservice in Egypt

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Consumer Foodservice in Egypt

EXECUTIVE SUMMARY

Another challenging but active year for consumer foodservice

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation continues to pressure demand, but dining out remains a social priority

Delivery remains essential, but efficiency defines success

Experiences and loyalty programmes to drive loyalty and visit frequency

WHAT'S NEXT?

Expansion beyond core cities

Policy, sourcing, and infrastructure shifts

Sustainability gains slow but steady ground

COMPETITIVE LANDSCAPE

Quick-service restaurant format remains the most resilient

Local chains make bold moves in 2025

Openings and expansion activity accelerate

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Chained operators strengthen their position amid rising costs

Innovation focuses on technology and customer retention

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Café culture continues to expand

INDUSTRY PERFORMANCE

Value-focused offers and refill bundles help sustain visits

Specialty coffee leads category growth

Inflation encourages smaller basket sizes but steadier frequency

WHAT'S NEXT?

Positive outlook for café/bars as new outlets continue to open

Focus on delivery efficiency

Innovation and sustainability blend into the experience

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[Full-Service Restaurants in Egypt](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth fuelled by the expansion of luxury dining and inbound tourism

INDUSTRY PERFORMANCE

High-end dining lifts overall market performance

Luxury and destination dining lead growth momentum

Dine-in experience remains core value driver

WHAT'S NEXT?

New openings reshape the competitive geography

Focus on streamlining operations and maintaining service quality

Innovation and sustainability as differentiators

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Limited-Service Restaurants in Egypt

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2025 DEVELOPMENTS

Limited-service restaurants benefit from fast-paced lifestyles, expanding digital payments, and stronger tourism

INDUSTRY PERFORMANCE

Inflation cools, but costs still shape demand
Tourism and experience-led dining drive growth
Shift toward operational efficiency

WHAT'S NEXT?

Expansion of both premium and value formats
Faster and more integrated delivery
Pop-ups formalise and coffee scales

COMPETITIVE LANDSCAPE

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Self-Service Cafeterias in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

A niche format as consumers prefer to be served when eating out

INDUSTRY PERFORMANCE

Strong competition from limited-service restaurants

IKEA remains the only major chained self-service cafeteria

Trade-off: experience versus efficiency

WHAT'S NEXT?

Modest growth with the expansion of large retail and furniture stores

Fulfilment to focus on automation, not delivery

Sustainability and localised menus

COMPETITIVE LANDSCAPE

IKEA continues to dominate with no meaningful chained competition

Independent small cafeterias hold the largest share

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Street Stalls/Kiosks in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Solid growth in 2025, supported by easier licensing

INDUSTRY PERFORMANCE

Street trading grows through permits and pop-ups

Sweet and snack-focused concepts are the most dynamic

Faster service, wider acceptance of card payments, and streamlined menus boost throughput

WHAT'S NEXT?

Growth of street stalls/kiosks supported by festivals and tourism recovery

Fulfilment shifts to “micro-logistics” and click-and-collect
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COMPETITIVE LANDSCAPE

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[Consumer Foodservice By Location in Egypt](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth driven by tourism, standalone dining, and strategic locations

INDUSTRY PERFORMANCE

Leisure and travel venues benefit from tourism recovery
Standalone restaurants retain their dominance despite rising costs
Shift toward location-based value

WHAT'S NEXT?

Tourist-heavy zones to see the strongest performance
Modest growth of standalone restaurants facing cost pressures
Both challenges and opportunities
Demographics continue to favour convenience and social dining

COMPETITIVE LANDSCAPE

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Competition focuses on brand image and dining experience

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