



Euromonitor
International

Limited-Service Restaurants in Saudi Arabia

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Limited-Service Restaurants in Saudi Arabia - Category analysis

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2025 DEVELOPMENTS

Tourism, demographics, and digitalisation fuel growth in Saudi Arabia's limited-service restaurants

INDUSTRY PERFORMANCE

Tourism expansion, demographic shifts and digital adoption drive growth

Chicken, fish and convenience-store formats drive momentum in limited-service restaurants

Delivery platforms and value-focused behaviour shape fulfilment in limited-service restaurants

WHAT'S NEXT?

Younger demographics, Vision 2030 and digital expansion are expected to sustain growth in limited-service restaurants

Intensifying platform competition to reshape fulfilment dynamics in limited-service restaurants

Flavour-led launches and limited-time offers are set to anchor innovation

COMPETITIVE LANDSCAPE

Global franchise groups maintain leadership despite intensifying competition

Premium patisserie concepts drive rapid growth in Saudi Arabia's limited-service restaurants

Chained operators lead limited-service restaurants due to scale, visibility and digital integration

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Consumer Foodservice in Saudi Arabia - Industry Overview

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Foodservice value in 2025 is driven by cafés, quick meals and experiential dining

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Out-of-home routines and lifestyle destinations drive value growth for consumer foodservice

Convenience drives strategic fulfilment choices during 2025

Experiential dining gains importance as consumers seek memorable social

WHAT'S NEXT?

Growth is expected to be driven by destination dining, cafés and quick service options

Format, menu and digital innovation will reshape how operators compete

Sustainability is set to gain relevance as consumers expectations rise

COMPETITIVE LANDSCAPE

McDonald's records a slight decline as Dunkin' improves its share in 2025

Joe & The Juice A/S posts strong value growth through its lifestyle positioning

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