



Euromonitor
International

Consumer Foodservice By Location in Egypt

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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

Hotels and developers lead non-standalone foodservice

Competition focuses on brand image and dining experience

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Consumer Foodservice in Egypt - Industry Overview

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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Innovation focuses on technology and customer retention

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