



Euromonitor
International

Full-Service Restaurants in Saudi Arabia

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Full-Service Restaurants in Saudi Arabia - Category analysis

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2025 DEVELOPMENTS

Experience-driven growth and innovation fuel full-service restaurant in 2025

INDUSTRY PERFORMANCE

Growth for full-service restaurants is driven by experience-led dining and expanding lifestyle zones

Middle Eastern full-service restaurants drive growth as operators modernise traditional dishes

Value for money drives selective dining choices in full-service restaurants in 2025

WHAT'S NEXT?

Growth for full-service restaurants is expected to be supported by destination dining and social culture

Evolving fulfilment in full-service restaurants will blend dine-in tradition with convenience-led ordering

Innovation in full-service restaurants is set to emphasise experiences and occasion-led differentiation

COMPETITIVE LANDSCAPE

Alfa Co for Operation Services Ltd hybrid format and network-wide upgrades drive its leadership

AWANI Group was the most dynamic full-service restaurant company in 2025

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EXECUTIVE SUMMARY

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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Independents retain value share while chains outpace growth through expansion and convenience

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About Euromonitor International

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