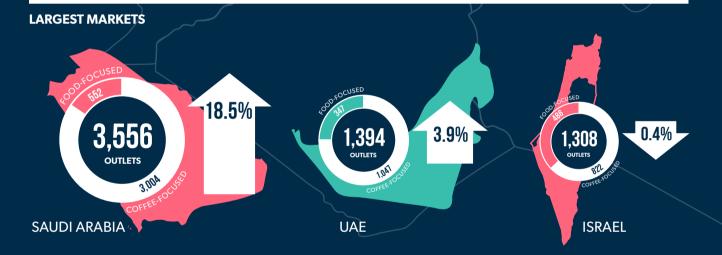
# THE MIDDLE EAST CAFÉ MARKET IN NUMBERS

#### **MARKET SIZE AND GROWTH**

Estimated total branded coffee shop outlets

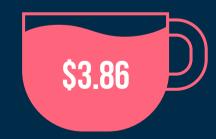
**FORECAST OUTLETS 2027** 





#### **AVERAGE 120Z CAPPUCCINO PRICE**

(Kuwait, UAE, Qatar, Israel, Saudi Arabia, Egypt)



**FASTEST OUTLET GROWTH (LAST 12 MONTHS)** 



#### **TOP 5 LARGEST CHAINS BY OUTLETS**



## **CONSUMER DATA**

(Saudi Arabia, UAE)

**VISIT TIME** 

**76**%

ORDERED FROM AN INDEPENDENT COFFEE SHOP AT LEAST ONCE OVER THE PREVIOUS 12 MONTHS

SHOP EXPERIENCE HAS IMPROVED OVER THE LAST 12 MONTHS

**BEVERAGE TO DRINK IN** ON LAST VISIT

### **INDUSTRY DATA**

Sample: 200 surveys

#### **TOP 3 INDUSTRY TRENDS**

**SPECIALTY COFFEE GROWTH** 

CONSCIOUSNESS

DRIVE-THRU GROWTH

**INDICATE CURRENT** TRADING CONDITIONS **ARE POSITIVE** 

**BELIEVE CONSUMERS** ARE MORE PRICE **CONSCIOUS THAN 12 MONTHS AGO** 

**CONDITIONS WILL** 

**DETERIORATE IN THE** 

YEAR AHEAD

Project Café Middle East 2023 is a strategic analysis of the Middle East and North Africa (MENA) branded coffee shop market. It features market sizing and growth projections for 20 markets, including in-depth profiles of major operators in Egypt, Israel, Kuwait, Qatar, Saudi Arabia and the UAE, data from 2,000 UAE and Saudi consumers and 200 industry leader surveys.

To purchase the report or to make an enquiry, contact Ruth Thompson, Commercial Executive

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