Fast Food in the United Arab Emirates

Description: There was a strong performance for more premium options in fast food at the end of the review period. Young, affluent and well-educated expatriate workers and tourists are particularly interested in higher-quality and healthier fast food options. Within burger fast food, premium chains such as Elevation Burger, Fatburger or Burger Fuel are thus gaining share.

The Fast Food in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Chained Fast Food, Fast Food by Fast Casual vs Non-Fast Casual, Fast Food by Type, Independent Fast Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Fast Food market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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August 2016

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