Euromonitor International

Self-Service Cafeterias in the United Arab Emirates

March 2026

Self-Service Cafeterias in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining sales in this niche foodservice channel

INDUSTRY PERFORMANCE

Self-service cafeterias face challenges and limitations
Ikea Restaurant dominates this niche channel
Value-for-money underpins IKEA Restaurant's positioning

WHAT'S NEXT?

Self-service cafeterias to remain structurally niche, except Vapiano
Structural constraints reinforce eat-in dominance
Value-led positioning shifts focus from innovation to sustainability

COMPETITIVE LANDSCAPE

Ikea Restaurant remains dominant but lacks momentum
IKEA Restaurant shows resilience amidst competition from broader market
Brand trust and standardisation favours chained operators

CATEGORY DATA

Table 1 - Self-Service Cafeterias: Units/Outlets 2020-2025
Table 2 - Sales in Self-Service Cafeterias: Number of Transactions 2020-2025
Table 3 - Sales in Self-Service Cafeterias: Foodservice Value 2020-2025
Table 4 - Sales in Self-Service Cafeterias: % Units/Outlets Growth 2020-2025
Table 5 - Sales in Self-Service Cafeterias: % Transaction Growth 2020-2025
Table 6 - Sales in Self-Service Cafeterias: % Foodservice Value Growth 2020-2025
Table 7 - GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2021-2025
Table 8 - GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2022-2025
Table 9 - Forecast Self-Service Cafeterias: Units/Outlets 2025-2030
Table 10 - Forecast Sales in Self-Service Cafeterias: Number of Transactions 2025-2030
Table 11 - Forecast Sales in Self-Service Cafeterias: Foodservice Value 2025-2030
Table 12 - Forecast Self-Service Cafeterias: % Units/Outlets Growth 2025-2030
Table 13 - Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2025-2030
Table 14 - Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2025-2030

DISCLAIMER

Consumer Foodservice in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Competitors show resilience in a challenging landscape

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Foodservice operators balance cost pressures and affordability
Delivery and takeaway reshape fulfilment economics
Customer loyalty and experience shapes consumer engagement

WHAT'S NEXT?

Sales of consumer foodservice expected to rise steadily over the forecast period
Innovation shifts towards experience, personalisation and operational precision

Sustainability gains relevance as a differentiation lever

COMPETITIVE LANDSCAPE

Americana Group ranks as the leading company in UAE consumer foodservice
Al Baik emerged as the most dynamic company in 2025, followed by Pizza Hut and Nando's
Competition and selective expansion shape brand developments

CHANNELS

Chained operators outperform in terms of growth consistency and resilience
Innovation focuses on fulfilment, localisation and operational efficiency

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025
Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/self-service-cafeterias-in-the-united-arab-emirates/report.