

# Limited-Service Restaurants in Egypt

February 2024

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## Limited-Service Restaurants in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth of limited-service restaurants in 2023 is helped by the success of players such as Zooba, which attains recognition amongst the region's best 50 restaurants

New government initiatives support the limited-service restaurants industry and its employees

Chicken limited-service restaurants faces turbulence as KFC prices soar

#### PROSPECTS AND OPPORTUNITIES

Global chained limited-service restaurants brands face drop in transactions due to the Hamas/Israel conflict

Limited-service restaurants continues to see the highest delivery rate versus other categories

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