

Client case study 12: Middle East Food & Beverage Study

Major market study to confirm investment opportunities in the F&B sector

Client: Regional investment house

Tasks:

- Supply and demand analysis, covering 15 countries in the GCC, Maghreb and Turkey
- Spanned fine dining, casual and quick service restaurants in hotels, malls and stand-alone locations
- Included:
 - Demographic analysis
 - City F&B sector portraits
 - Regional fast food sector inventory
 - Essays on dining trends
 - Actual KPIs from 100 representative outlets
 - 30 executive interviews with industry leaders
 - Gap analysis and investment recommendations

