



Foodservice Egypt Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2021

Foodservice Egypt Industry Business & Investment Opportunity (2017 – 2021) Market Research Reports

PUNE, INDIA, October 27, 2017 /EINPresswire.com/ -- Summary

"Egypt - The Future of Foodservice to 2021", provides extensive insight and analysis of the Egyptian Foodservice market over the next five years (2016-2021) and acts as a vital point of reference for operators or suppliers.

Egypt is the 32nd largest economy in the world, with a nominal GDP of over USD\$ 330 billion in 2016. In November 2016, the Egyptian pound was floated, unpegging it from the US dollar, which resulted in a significant devaluation and soaring inflation.

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The country has suffered from political and economic instability following the Arab Spring revolution in 2011. The unemployment rate rose sharply after the protests began, and has since been consistently over 12%, but despite this, GDP per capita has steadily increased over the last five years, at CAGR of 11.8%.

The Egyptian economy has historically relied heavily on tourism, but visitor numbers have drastically declined since the Arab Spring revolution.

The foodservice profit sector generated a total revenue of over EGP 222.4 billion in 2016. The value of the sector increased at a CAGR of 1.3% from 2014-2016, and growth is forecast to accelerate marginally to a CAGR of 1.7% during 2016-2021.

Although growth has been driven more by outlet expansion than rising transaction numbers, forecasts indicate the two growth rates will approach parity over the next five years.

The FSR channel is the most valuable within the foodservice profit sector, accounting for 35.3% of sector's sales value in 2016. The QSR channel is the second-largest channel, representing a share of 30.6%, and the pub, club and bar channel generates 6.1% of the sector's revenue.

The report includes -

- Overview of Egypt's macro-economic landscape: Detailed analysis of current macro-economic factors and their impact on Egypt's foodservice market including GDP per capita, consumer price index, population growth and annual household income distribution.
- Growth dynamics: In-depth data and forecasts of three key channels (QSR, FSR and Pubs, Clubs and Bars) within Egypt's foodservice market, including the value of the market, number of transactions, number of outlets and average transaction price.

- Customer segmentation: identify the most important demographic groups, buying habits and motivations that drive out-of-home meal occasions among segments of the Egyptian population.
- Key players: Overview of market leaders within the three major channels including business descriptions and number of outlets.
- Case Studies: Learn from examples of recent successes and failures within the Egyptian foodservice market.

Scope

- The QSR channel is highly fragmented; just 4.6% of outlets are owned by chain operators, but they over-trade relative to this. Over the next five years, revenue growth of chain operators is forecast to be markedly stronger than that of independents. Surveys found a significant proportion of consumers actively seek QSR that they perceive to be inexpensive.
- The FSR channel is the most consolidated of all major channels, and chains over-trade relative to their share of the number of outlets. FSR will be the greatest beneficiary of the paradigm shift towards takeaway transactions. The advent of delivery service apps will mean that consumers no longer need to compromise between convenience and the quality of their meal.
- A trend towards greater health consciousness is growing worldwide, and surveys highlighted large portions of Egyptian consumers finding difficulty in eating healthily when out. This indicates there are growth opportunities to be found in offering 'healthy indulgent' options, a foodservice trend which has achieved great success in mature foodservice markets such as the US and UK.
- Given the decline of tourism in the country, and that alcohol consumption among locals is less popular than in other countries, pubs, clubs and bars will need to diversify their appeal to remain as profitable.

Reasons to buy

- Specific forecasts of the Egyptian foodservice market over the next five years (2016-2021) will give readers the ability to make informed business decisions through identifying emerging/declining markets.
- Consumer segmentation detailing the desires of known consumers among all major foodservice channels (QSR, FSR, Pubs, Clubs and Bars) will allow readers to understand the wants and needs of their target demographics.
- Relevant case studies will allow readers to learn from and apply lessons discovered by emerging and major players within Egypt's foodservice market.

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LinkedIn: www.linkedin.com/company/4828928

Twitter: <https://twitter.com/WiseGuyReports>

Facebook: <https://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

Norah Trent
wiseguyreports

+1 646 845 9349 / +44 208 133 9349
email us here

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