



Euromonitor
International

Full-Service Restaurants in Egypt

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth fuelled by the expansion of luxury dining and inbound tourism

INDUSTRY PERFORMANCE

- High-end dining lifts overall market performance
- Luxury and destination dining lead growth momentum
- Dine-in experience remains core value driver

WHAT'S NEXT?

- New openings reshape the competitive geography
- Focus on streamlining operations and maintaining service quality
- Innovation and sustainability as differentiators

COMPETITIVE LANDSCAPE

- High-end local groups perform well in 2025
- A maturing luxury restaurant scene
- Independent operators dominate and sustain growth

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EXECUTIVE SUMMARY

Another challenging but active year for consumer foodservice

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Inflation continues to pressure demand, but dining out remains a social priority
- Delivery remains essential, but efficiency defines success
- Experiences and loyalty programmes to drive loyalty and visit frequency

WHAT'S NEXT?

- Expansion beyond core cities
- Policy, sourcing, and infrastructure shifts

Sustainability gains slow but steady ground

COMPETITIVE LANDSCAPE

Quick-service restaurant format remains the most resilient

Local chains make bold moves in 2025

Openings and expansion activity accelerate

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Chained operators strengthen their position amid rising costs

Innovation focuses on technology and customer retention

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