



Euromonitor  
International

# Cafés/Bars in the United Arab Emirates

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## Cafés/Bars in the United Arab Emirates - Category analysis

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#### 2025 DEVELOPMENTS

Category performance driven by café culture

#### INDUSTRY PERFORMANCE

Cafés/bars gain momentum from socialisation and flexible lifestyles

Juice and smoothie chains record dynamic growth in 2025

Chained coffee and tea specialists balance value and premiumisation

#### WHAT'S NEXT?

Cafés to evolve into multi-purpose lifestyle spaces driving growth

Coffee-based cafés shift towards delivery, takeaway and drive-thru

Wellness-led menu innovation drives juice bars

#### COMPETITIVE LANDSCAPE

Starbucks maintains value share amid market stabilisation

FiLLi gains momentum through localised café positioning

Independents dominate value as chains capture key occasions

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Competitors show resilience in a challenging landscape

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#### 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

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Chained operators outperform in terms of growth consistency and resilience

Innovation focuses on fulfilment, localisation and operational efficiency

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cafes-bars-in-the-united-arab-emirates/report](https://www.euromonitor.com/cafes-bars-in-the-united-arab-emirates/report).