

Food & Beverage Insights



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Introduction

As the Kingdom of Saudi Arabia continues its ambitious journey towards Vision 2030, the food and beverage (F&B) sector emerges as a pivotal arena for fostering economic prosperity and growth. At the forefront of this dynamic landscape stands Jahez, a key player within the F&B's ecosystem, contributing significantly to its innovation and development.

The "Jahez 2023 Food & Beverage Insights (Saudi Arabia)" report demonstrates our dedication to empowering the F&B industry, by leveraging our technological advancements alongside the capabilities of data analytics and market research, we offer a deep dive into the F&B current status and direction, consumers behaviors and preferences, identify both challenges and opportunities. With that, Jahez is uniquely positioned to deliver a definitive overview of the sector, and reflect on its present dynamics while forecasting its direction for the foreseeable future.

The report aims to inspire a diverse audience, including restaurateurs, entrepreneurs, investors, and food enthusiasts, to seize the opportunities within the food and beverage industry in Saudi Arabia with data-driven insights to make informed decisions, innovate, and adapt to a rapidly changing market.

The insights within this report serve three pivotal objectives:



1. Enrich Knowledge-Based Economy with Open Data:

Contributes to the development of a knowledge-driven economic environment in Saudi Arabia as it seeks to empower stakeholders with valuable information.



2. Promote Innovation & Research:

Encourages audiences to explore new ideas, engage in research, and develop innovative F&B products that can meet changing consumer needs and preferences.



3. Support Economic Growth:

Highlights areas of growth and potential within the F&B sector that can attract both local and international investors, and hence encourages capital inflow into the sector.

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F&B Market Highlights

2023 Food & Beverage Market Highlights

The Gross Domestic Product (GDP) of Saudi Arabia at current prices stood at SAR 997 billion in the third quarter of 2023. A notable part of this economic performance came from the sectors of Wholesale & Retail Trade, along with Restaurants & Hotels, which contributed 9.5% to the overall GDP. This contribution amounts to **SAR 94.28 billion**, indicating a substantial role of these sectors in the economy.



94.28 Billion SAR

Q3 2023 Contribution of Wholesale & Retail Trade,
Restaurants & hotels to GDP

+5.4%
YoY



+1.31 Million commercial
licenses

issued since the beginning of 2023 till Q3

Additionally, the Ministry of Municipal and Rural Affairs and Housing reported that from the start of 2023 up to the third quarter, the number of commercial licenses issued totaled **1.31 million**. These licenses were distributed across various business activities, including restaurants, cafeterias, and groceries. This high number of issued licenses reflects a dynamic and growing commercial sector in Saudi Arabia.

Based on the Saudi Central Bank's point-of-sale transactions data, the "Restaurants & Café" sector demonstrated significant growth with a Year-over-Year sales increase of **13.66%**. This growth rate indicates a robust rise in consumer spending within this sector, comparing favorably to the sales figures of 2022. These figures not only highlights the sector's recovery but also its potential for further expansion and contribution to the Saudi economy.



89 Billion SAR

PoS Transactions - Total Sales for
Restaurants & Café Sector

+14%
YoY

According to the Accommodation and Food Activities report issued by the Small and Medium Enterprises Authority, fast food restaurants are expected to continue dominating the restaurant and café market in the Kingdom, achieving 35.6% of the total sales in 2025. Cafés will remain in second place in terms of market share, with 29.1% of the total market, equivalent to 27.2 billion Riyals in 2025.

Top Favorite Cuisines in Saudi Arabia

Based on food delivery orders, the ranking of popular cuisines in Saudi Arabia reveals that fast food restaurants taking the lead, followed closely by specialized burger joints.

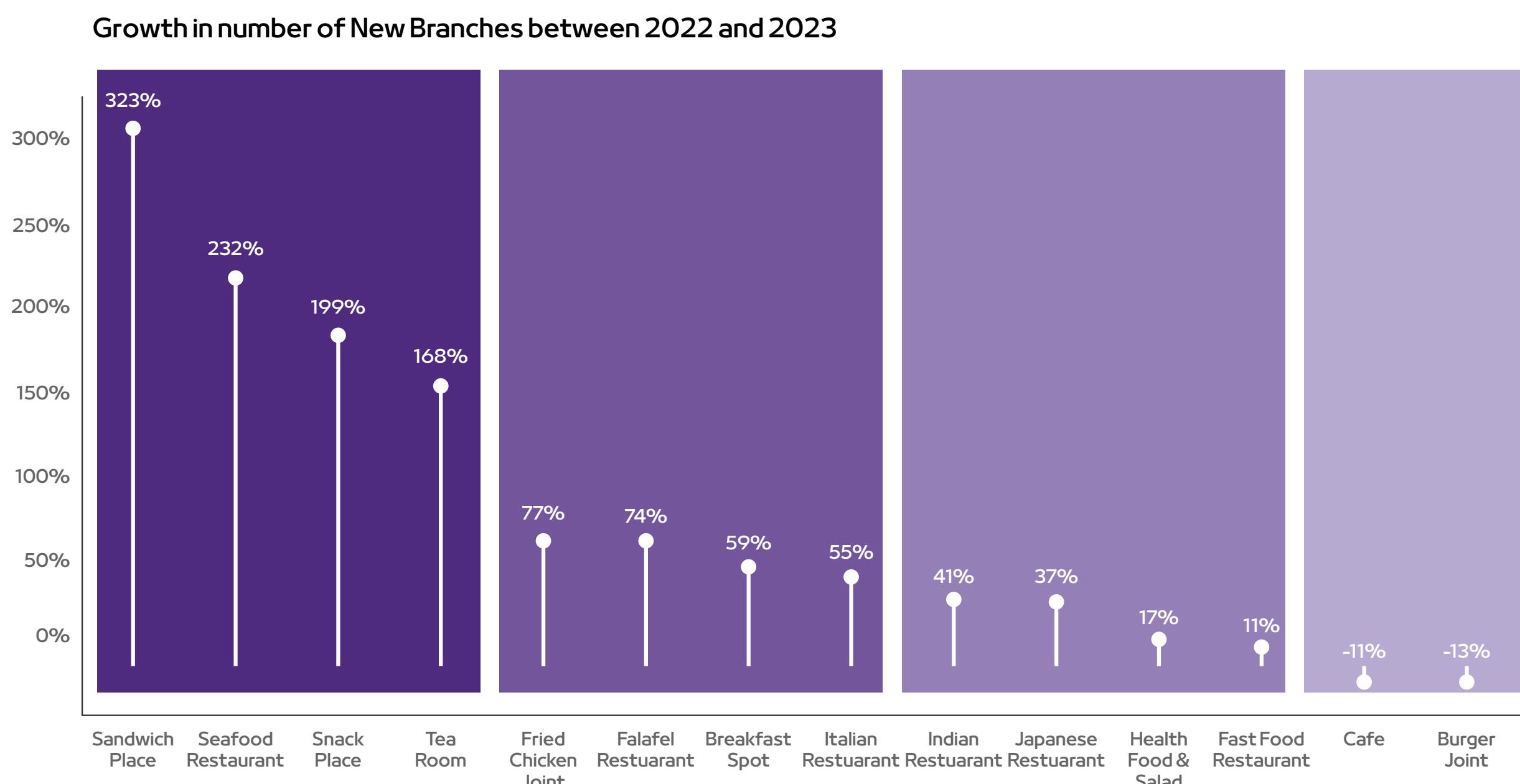
Shawarma restaurants take the third spot, with dessert places come fourth. Cafe and traditional restaurants coming in fifth and sixth, respectively.



Restaurants Expansion and Spread in 2023 compared to 2022

The graph below shows a significant variation in the growth of new branches for different types of F&B's cuisines (branches) from 2022 to 2023. Sandwich shops and seafood restaurants are leading the expansion with growth rates of **323%** and **232%**, respectively.

Snack places and tea rooms also experienced substantial growth, aligning with a trend towards more casual dining options. Whereas Cafes and burger joints witnessed a slight decline in new branch openings, suggesting a potential market saturation.



District Insights on Restaurant Dynamics in Riyadh, Jeddah, and Dammam

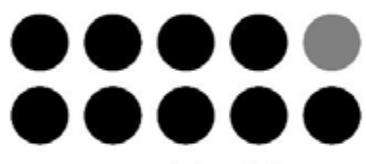
In **Riyadh**, the districts of **Al-Malqa**, **Al-Olaya**, and **Dhahrat Laban** stand out as leading areas for both new openings and closures in the café and burger joint sector. Meanwhile, in **Jeddah** the neighborhoods of **As-Safa**, **Al-Salamah**, and **Az-Zahra** take the lead in the dessert shop category, reflecting a similar trend in both the inception of new establishments and the closing of others. **Dammam's Al-Rawdah** district distinguishes itself in the café cuisine segment, showcasing a noteworthy presence in both new ventures and discontinuations.

Cloud Kitchens

Around 50% to 70% of traditional restaurants orders come from online delivery or pick-up. Hence many restaurants have considered cloud kitchens in their expansion strategy for compelling reasons including cost efficiency, increased reach and align with contemporary dining trends focused on convenience.

It is noteworthy that approximately 26% of cloud kitchens (delivery-only) restaurants have launched traditional restaurants following the success of their business model.

Home-based Businesses



تسعة أعيناً

In 2023, there was a noticeable increase in home-based businesses by 19% compared to the previous year. The collaboration with Nine Tents* made it easier for these businesses to register on food delivery apps in the Kingdom and be able to reach to a wider segment of customers.

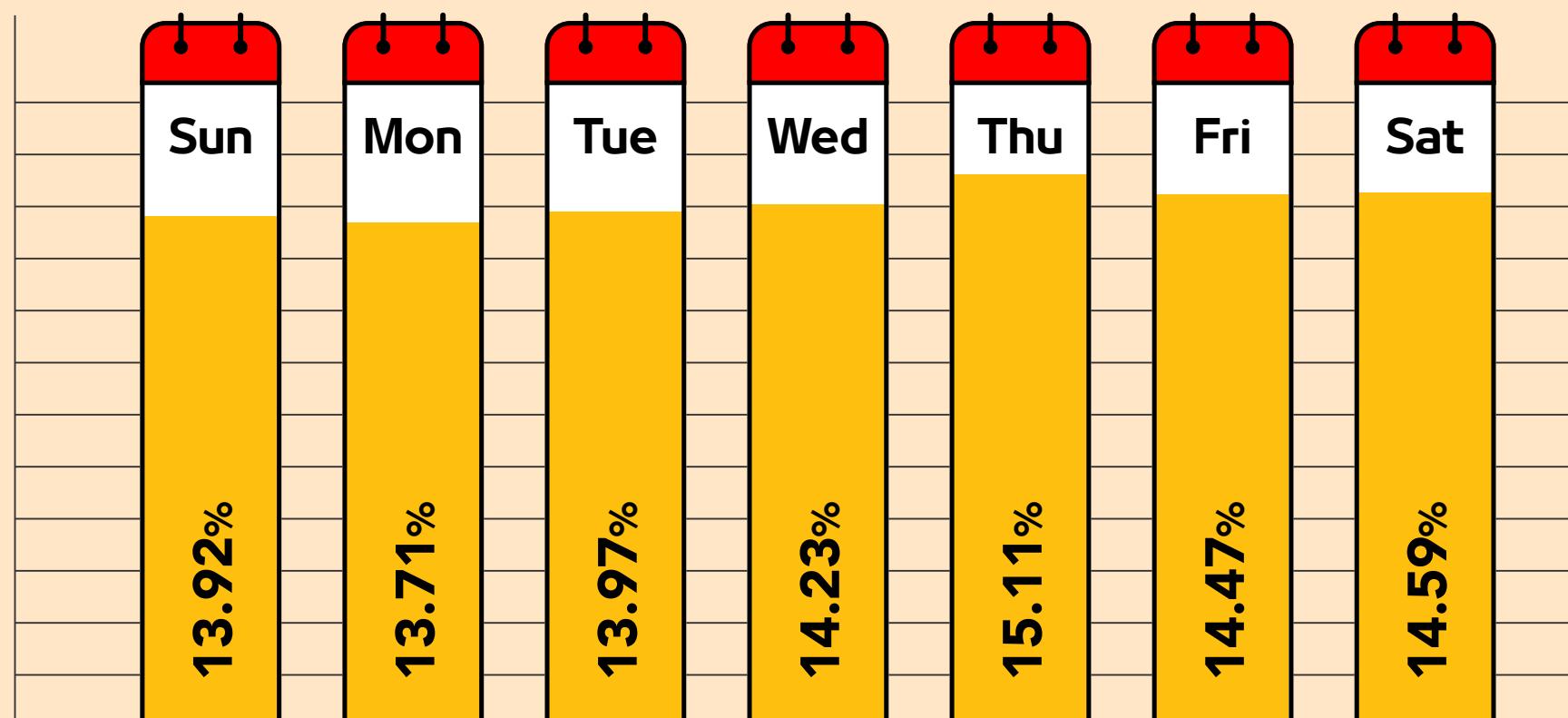
*Nine Tents is a gov-supported program for entrepreneurs, productive families, freelancers, small and medium enterprise to help them develop their business in Saudi Arabia.

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Restaurants Ordering Habits

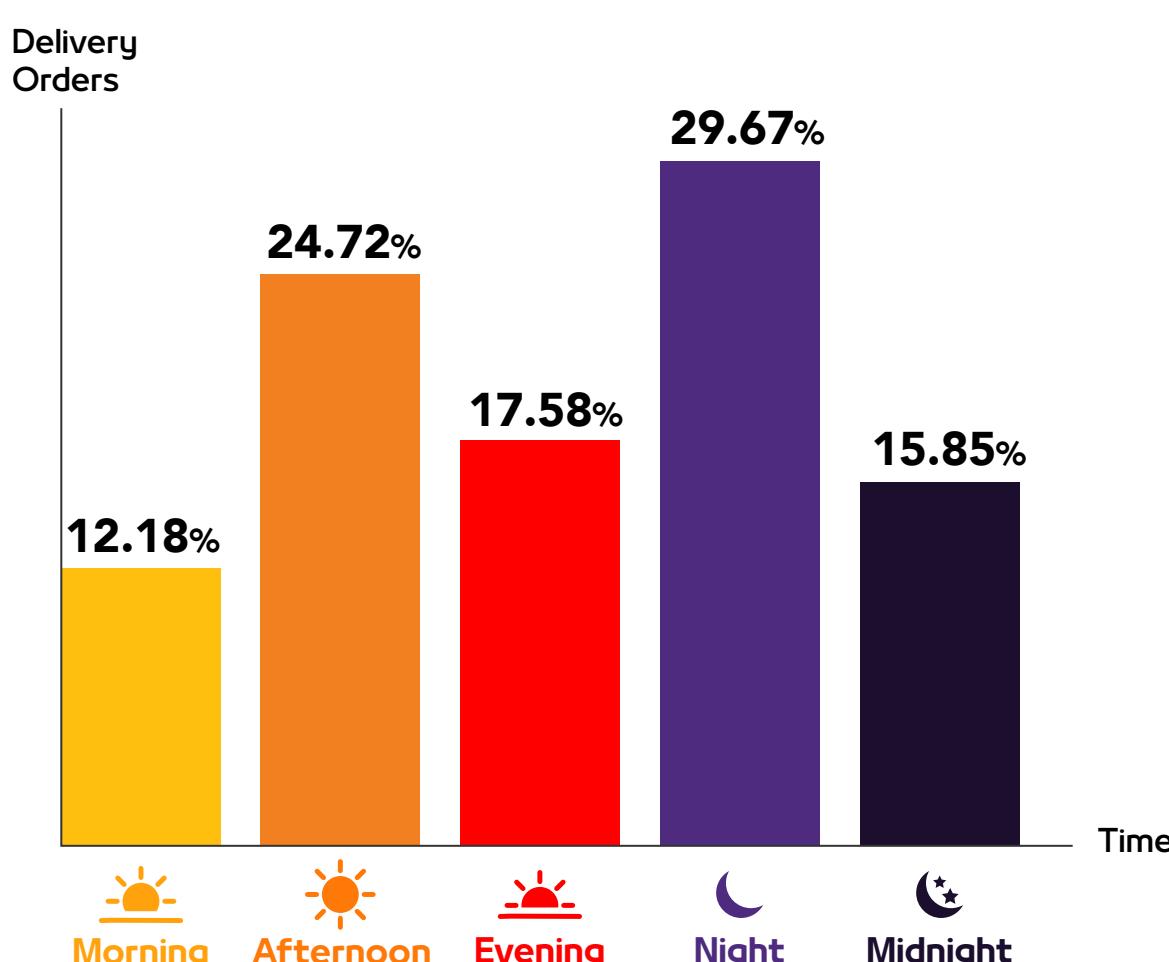
Food delivery orders by day of the week

Food delivery orders throughout the week are fairly consistent. Sunday and Tuesday make up around %13.9 of total orders each, while Wednesday sees a slight increase to %14.2. Thursday is the peak day with %15.1 of total orders.



Food delivery orders by time of the day

In the morning, orders gradually increase from 5:00 AM to 11:00 AM, with the peak at 11:00 AM representing % 2.59 of total orders. At night, orders remain consistently high, with the highest percentages at 9:00 PM (%7.95) and 10:00 PM (%7.80). This shows that food delivery is popular for late-night cravings or during late working hours.

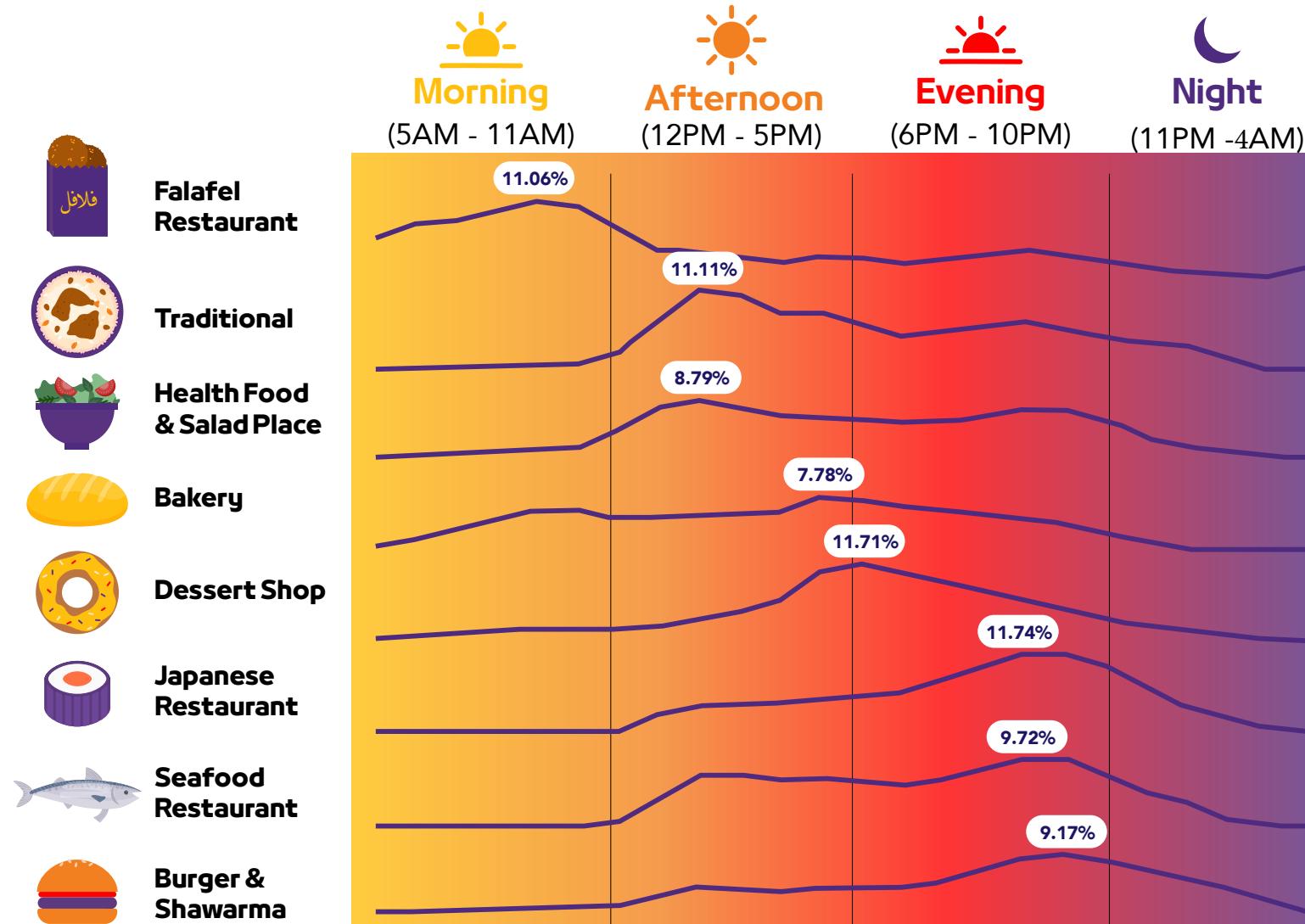


Sharurah, Arar, and Hafr Al-Batin have over %50 of their food delivery orders at night, showing a high demand for dinner or late-night meals.

Whereas **Bisha, Jazan, and Bahia** have significant morning orders (around %20) indicating a higher demand for breakfast deliveries in these cities.

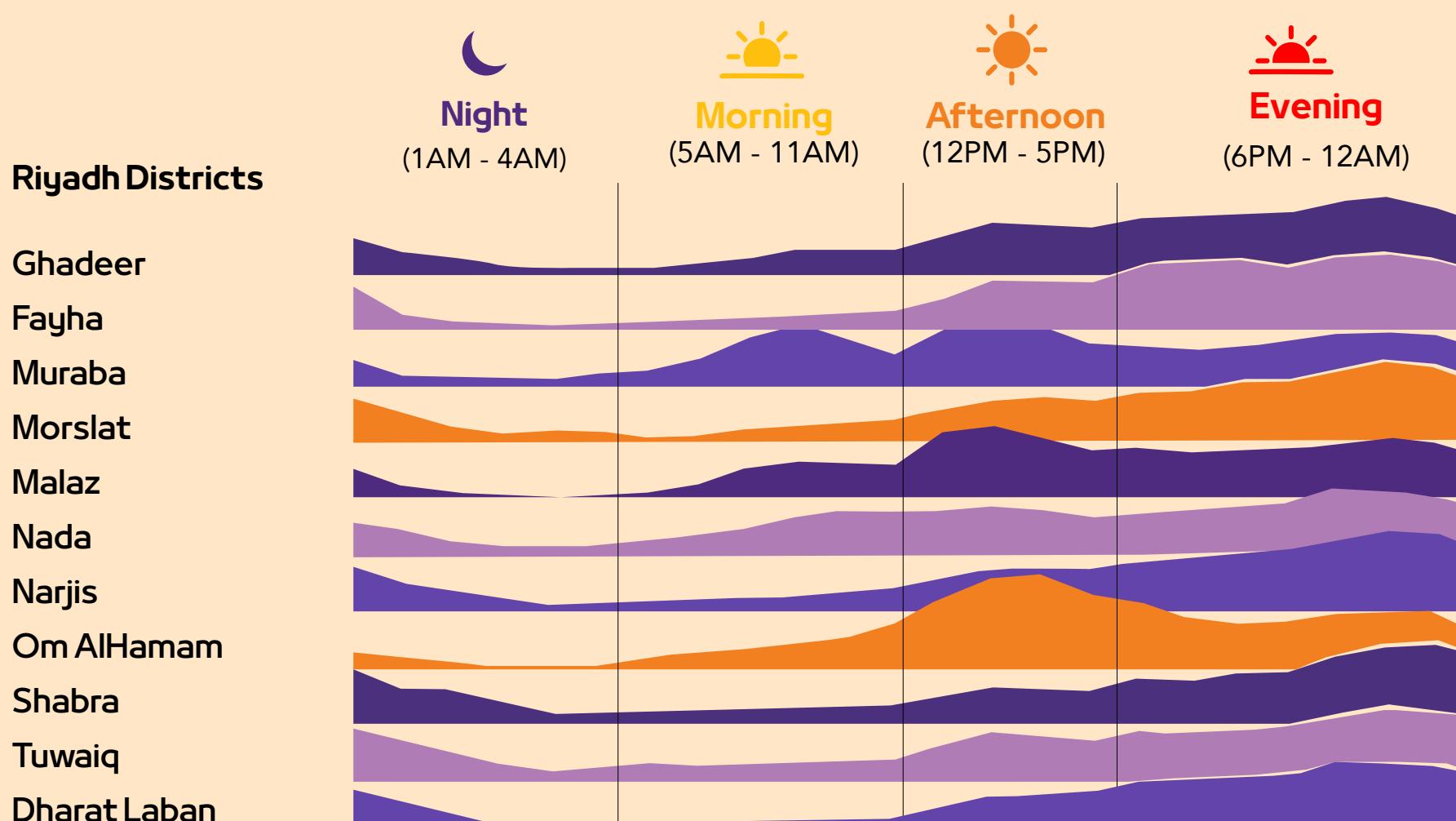
Cuisine Orders By time of the day

This chart represents the proportion of orders throughout the day for selected cuisines in Saudi Arabia. Falafels are particularly popular in the morning hours, whereas Dessert Shops see a rise in orders during the evening. Also traditional food is a steady choice for meals throughout the day among customers in Saudi Arabia, with a particular preference for lunchtime, as indicated by the afternoon peak.



District-level Orders time of the day in Riyadh City

Here is a selection of Riyadh's districts and their orders at various timings of the day. Peak orders begin at 9:00 in the Muraba District, marking the start of the morning rush. In the afternoon, a similar trend is observed across the different districts, with rush hours in Malaz & Om Alhamam districts occurring between 12:00 and 14:00.



Individual vs Group Orders



Food delivery orders show that **76% are individual**, with the remaining **24% being group orders**.

In Riyadh, Jeddah, and Hail, over 70% of orders are for individuals, while in Huraymila and Najran, over 50% are for groups.

This suggests differing preferences between cities - with a trend toward personal meals in the former and shared meals in the latter.

Favorite Cuisines by city



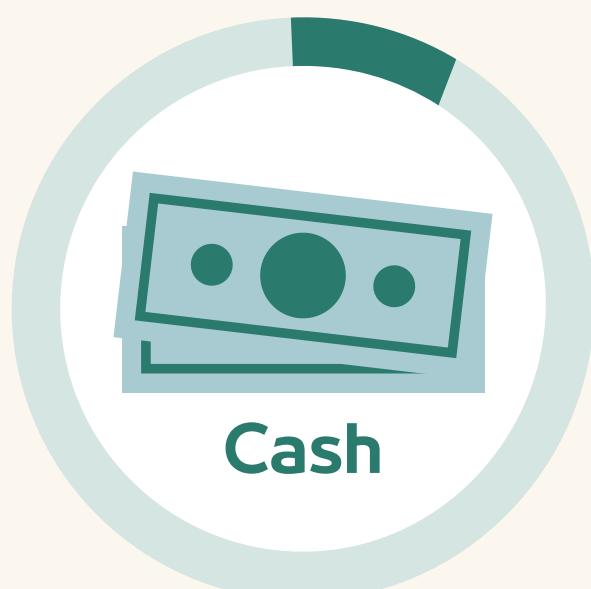
In KSA, favorite cuisines reflect diverse preferences in each city. Fast food is popular everywhere. Riyadh loves Shawarma, Hail embraces tradition, Jeddah excels in desserts, and Abha has a thriving café culture.



Common Payment Method



15%



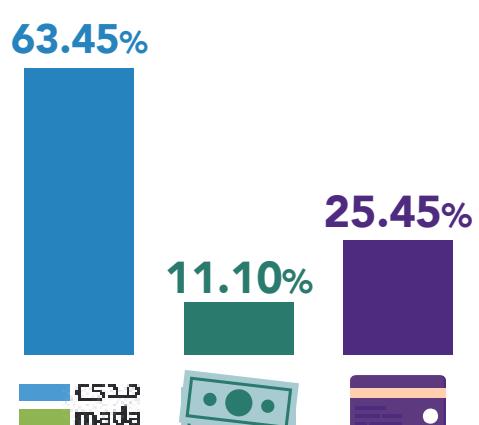
22%



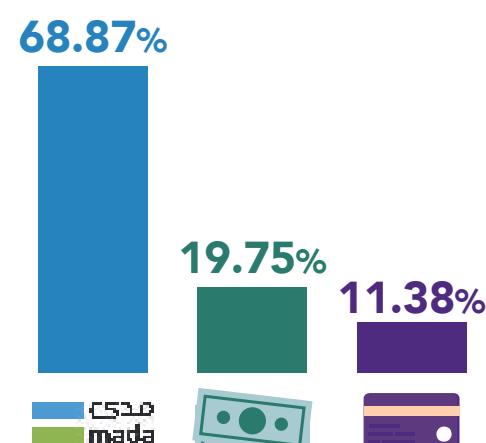
63%



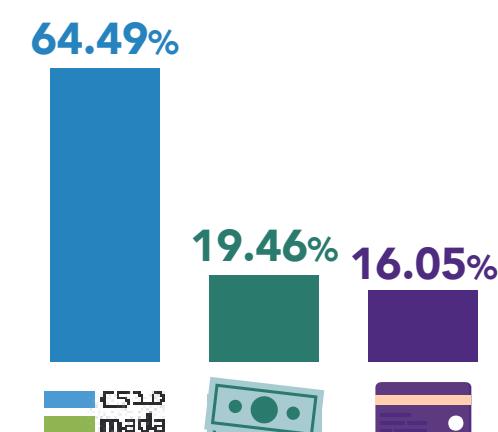
Common Payment Method By Region



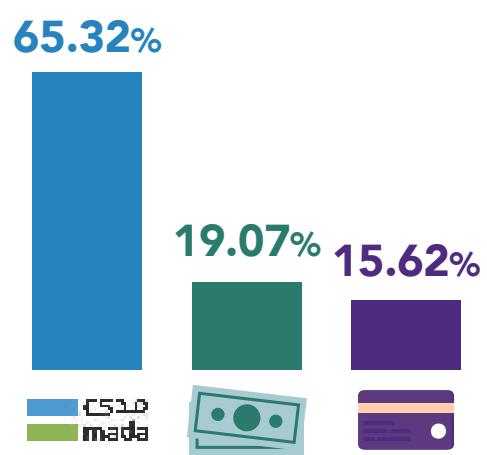
Riyadh



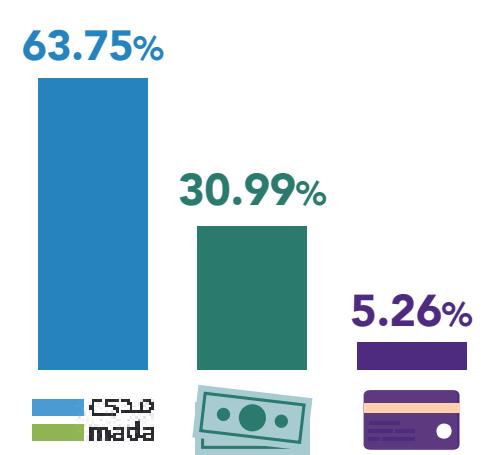
Qassim



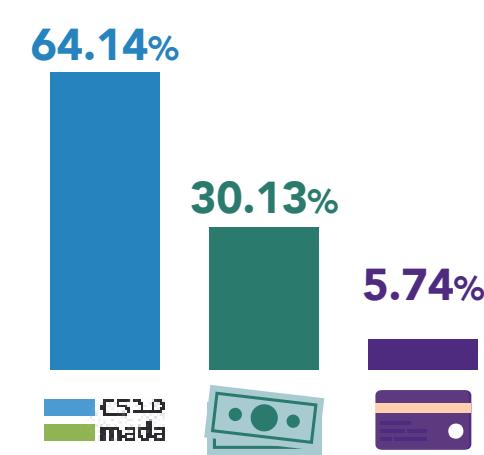
Eastern
Province



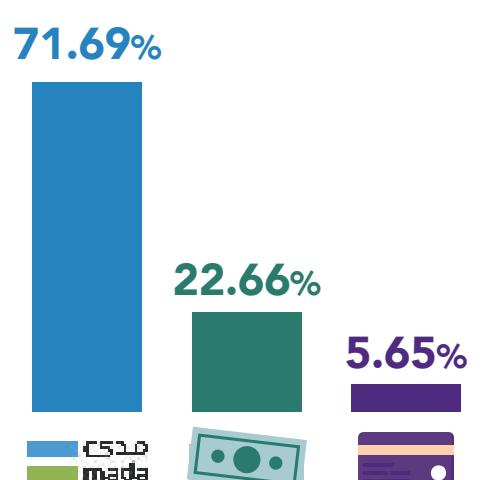
Makkah



Najran



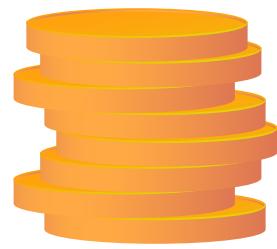
Jazan



Asir

Najran & Jazan
Cash above 30%

mada
Riyadh, Qassim, Eastern
Province, Makkah, & Asir
Card above 70%



Tipping Insights

How appreciation goes a long way!

More than 6.5 million SAR

Our customers generously contributed in tips throughout 2023!



Friday

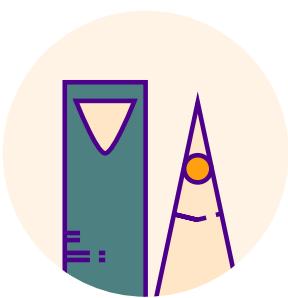
was the day with the highest amount of tips received during the week.



Ramdhan

was the highest month for receiving tips, reflecting the month's increased generosity and charitable giving.

Top three districts in selected Saudi cities where our drivers received the most generous tips:



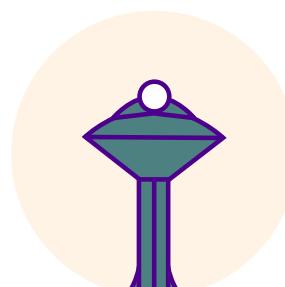
Riyadh

- Al Malqa
- Al Sulaimaniyah
- Al Olaya



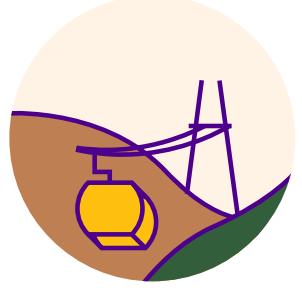
Jeddah

- Az Zahra
- Ar Rawdah
- Ash Shati



Khobar

- Al Hizam Al Akhdar
- Al Olaya
- Al Aqrabiyyah



Abha

- Al Muruj
- Al Arin
- Ar Rabwah



Hail

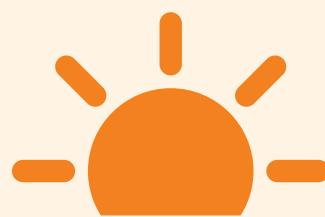
- An Naqrah
- Al Matar
- Al Muntazah Ash Sharqi

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**Menu Items
Preferences**

Most Popular Restaurant Orders

Here are the most popular menu items in Saudi Arabia for 2023, based on their prevalence during morning and evening periods.



Morning



Egg & cheese
Sandwich



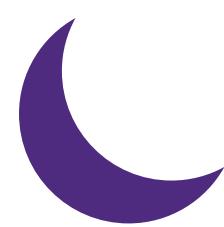
Kabdah
Sandwich



Tamees
Bread



Falafel



Night



French
Fries



Shawarma



Burger



Chicken
Nuggets

Most Popular Grocery & Pharmacy Orders

Here are the most popular menu items in Saudi Arabia for 2023 in supermarkets and pharmacy stores.



Supermarket



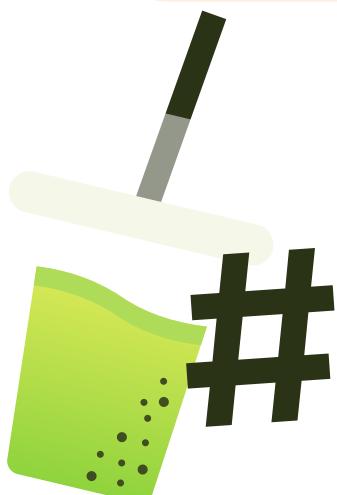
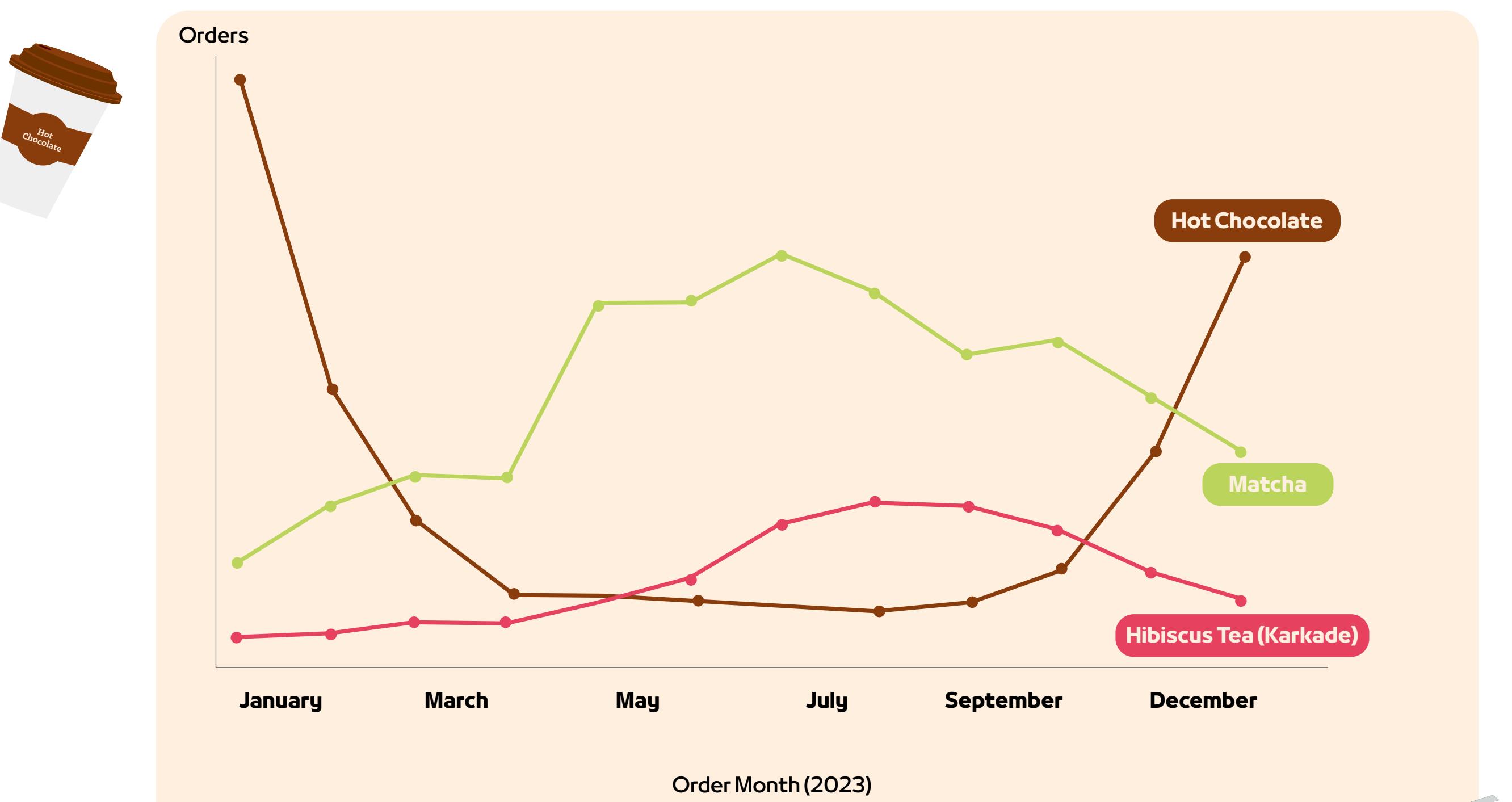
Pharmacy



Trendy Beverages in 2023

The graph offers a detailed view of the popularity trends for selected beverages in Saudi Arabia during 2023, highlighting Hot Chocolate, Matcha, and Hibiscus Tea (Karkade). Here are the key takeaways:

- 1. Hot Chocolate** is extremely popular in January, then sees a decrease in demand in March as the summer approaches, and later it gains popularity once more starting in October, aligning with the onset of cooler weather.
- 2. Matcha** remains a consistent favorite among customers all year round, with its demand spiking during the summer, indicating its peak popularity during hot weather.
- 3. Hibiscus Tea (Karkade)** begins the year with low demand in January, hits the highest demand in the heat of July, and then its popularity decreases as the year winds down to December.



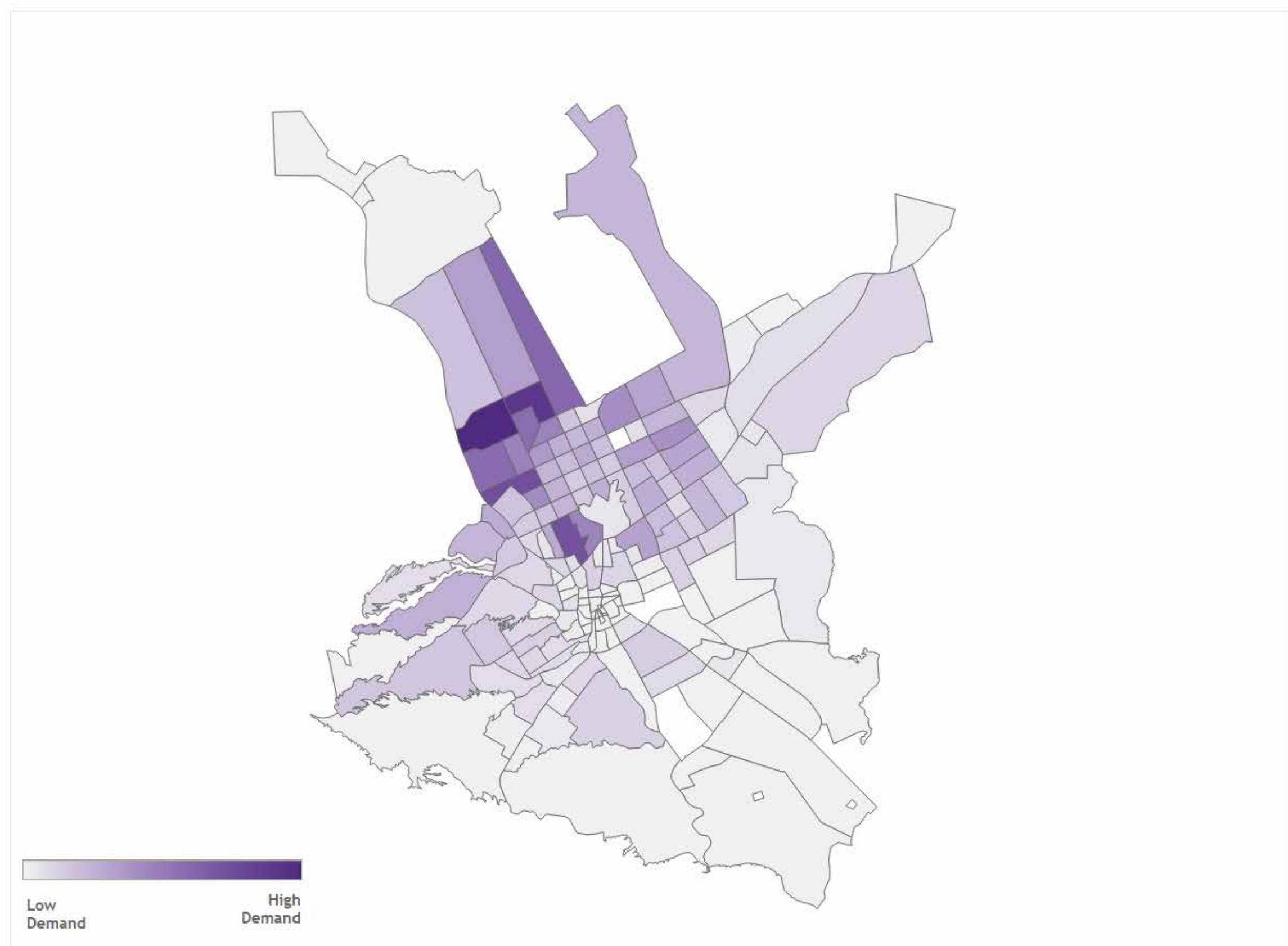
Hot Chocolate



Mapping the Matcha Craze In Riyadh city

Matcha has emerged as one of the most significant trends in the Kingdom in the last year.

This map showcases the popularity of Matcha in Riyadh throughout 2023, highlighting a higher demand in the **northern districts** of the city including AlMalqa, AlYasmeen and Hiteen districts.



Matcha's Lovers in Riyadh!



~~Hawaiian Pizzas~~: Too Controversial? Try Pizza With Milk!



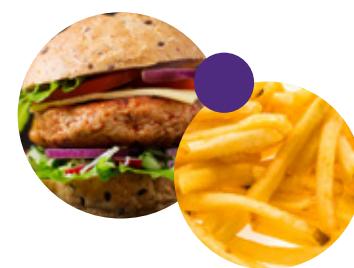
But we in Jahez, respect all preferences!

The Most Popular Food Combos

Here we highlight a selection of the most popular food combinations ordered together from various regions in Saudi Arabia (2023)

A classic global comfort food takes the place with a duo of Burger and Fries, as well as Shawarma and Fries and Nawashif (a selection of small savory appetizers) coupled with a Traditional Dessert, representing the region's hospitality and love for sweet treats.

Riyadh



Burger + Fries



Rice + Meat



Coffee + Eastern Dessert

Eastern Province



Shawarma + Fries



Fish + Salad



Fish + Traditional

Madinah



Cake + Hot Drinks

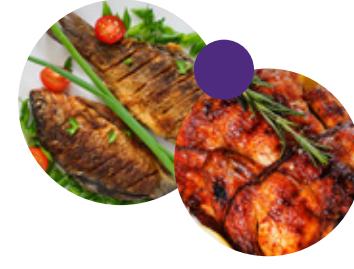


Coffee + Dates



Nawashf + Traditional Dessert

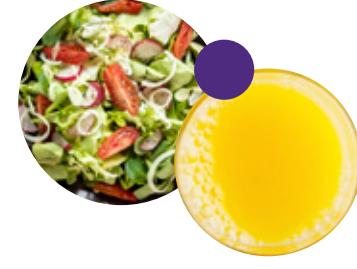
Jazan



Fish + Chicken



Pasta + Pizza



Salad + Juice

Asir



Kofta + Salad



Tea + Eggs



Rice + Meat

The Most Unexpected Food Combos

Here we uncover an intriguing selection of food combinations ordered together from various regions in Saudi Arabia (2023)

We see a bold combination of a Beef Burger with Foul (fava beans), and an interesting mix of Rice with Karak (a type of spiced tea), alongside a classic Pizza Margherita served with Laban (a yogurt drink).

Riyadh



Beef Burger + Foul



Rice + Karak



Nutella Desert + Lamb Liver

Eastren Province



Chicken Fillet + Nutella Desert



Mogalgal Sandwich + Banana Milk



Margherita Pizza + Laban

Madinah



Maasoob + Laban



Shrimp Biryani + Vegetables Pizza



Cheese Shakshookah + Steak

Jazan



Falafel & Tuna Pie + Orange Juice



Chicken & Tuna Pie + Pepperoni Pizza



Qursan + Kunafah with Nutella

Asir



Chicken Burger + Coffee Latte



Hummus with Mogalgal + Mouloukhia



Mouloukhia + Dates

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**Orders
Customization**

Delivery Requests City Culture

Hail

يا حي بسرعه
ميتة من الهدفه
(الجوع)



كثرو حم
يا حي وشكرا



لا تبطون
يا حي
عندي
ضيوف



We see how Hail's generous culture has reflected on
the comments from our customers

Delivery Requests City Culture

Qassim

كثرا ولاه
اترسه ترس
please
put more

لا يجي
بارد
أولاه

البطاطس كثر
ترانا مطفرين حاول
نبي خصم اولاه

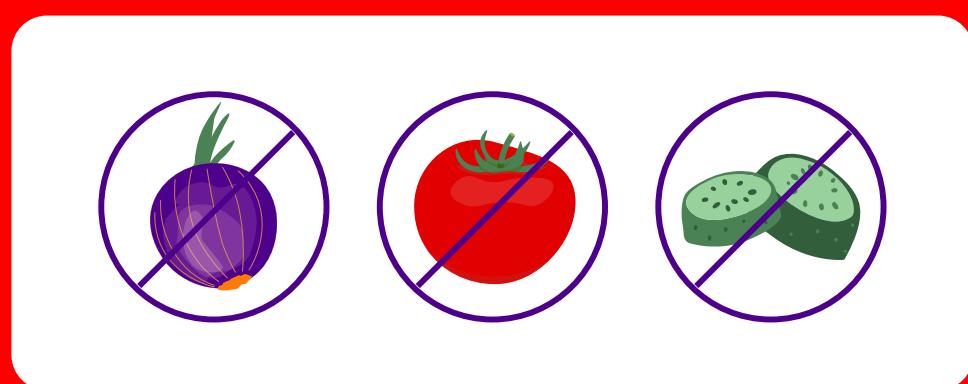
أهم شيء
ايسل دريب
لاتصير حامضه
أولاه بقعد
أذاكر لانغث
من الحموضه

We see how Qassim's savory culture has reflected on
the comments from our customers

Orders Customization

Reflections on our customers' comments when they order

Our customers display limitless imagination when leaving comments for restaurants they order from. Whether it's customizing a cake for a special occasion or requesting an offbeat pizza topping, we encounter some memorable remarks when customers place their orders, let's see the more common ones together:



Makkah

ترا والله الخضار
مفيدة لا تشيلونها

بدون خضار



Tabuk

ما تحتاج ثلج،
الثلج يجي من الله

Albaha

ترى البرقر ما يحل
إلا بالصوص

بدون صوص



Najran

ما يحتاج سكر،
حط اصبعك

بدون سكر



Orders Customization

Reflections on our customers' comments when they order



Aseer

شوي بصل
ما يضر ...

بدون بصل



بدون شطة

Hail

الشطة وش
مقصرة معكم فيه

Sharqiyah

#تري - الكاتشب
- كان - طماط

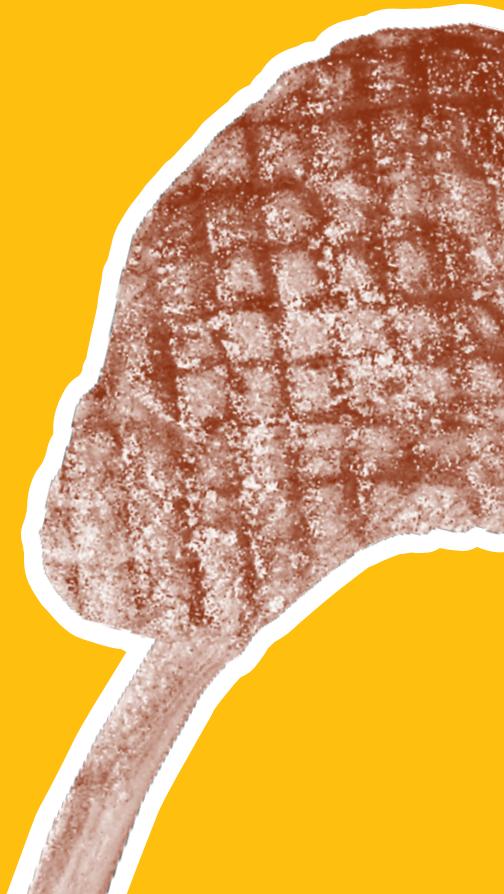
بدون كاتشب



Riyadh

تحبون اللحمة
مطبوخة صبح

#Well_Done



Qassim

#انصفوا - المخلل

بدون مخلل



Medinah

واضح ما يجيي راسكم
إلا قهوة اليوم

قهوة اليوم



Delivery Requests

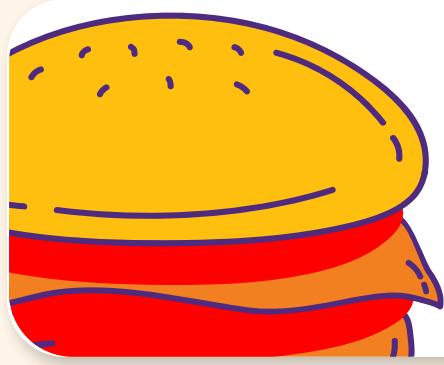
jahez makes you happy



Jahez, The only comfort zone that's good for you ❤️



زعانة أبي كوكيز هدية



لو سمحتوا متضايقة بوسع صدري بالأكل وانتم
أول مطعم جاء بيالي البرجمو عادي ماشاء الله
لدي ونظيف يخلي الواح تزيين نفسيته



**اكتبوا لي كلام حلو على القهوة
صدمت وضايق صدري**



**متضايقة اكتبوا لي كلام يرضيني
Im so sad**



**We have a mid term exam,
write something make us happy .**



**يوم ميلادي اليوم أبي هدية
وزعلانة لأن محد يدربي عنی**





Delivery Requests jahez for all events

Whatever the occasion, Jahez is there!

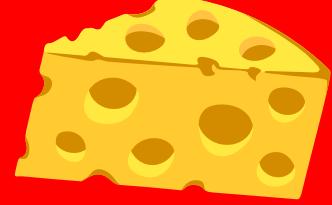
For you to rely on, everywhere



Delivery Requests Some Like It Hot



Delivery Requests You're So Extra



No pesto! ADD PINK
SAUCE AND EXTRAAAAA
CHEESE

تحميس البيتزا ..
extra crispy



I want the fries extra
crispy and extraaa
seasoned with chili
lemon 🌶 plz and
thank you

بليز كثرو بطاطس مع
الساندوتش وزياـده
دجاج عشان البروتين



Delivery Requests

The Grateful Foodies



اتمنى ان يأتي الاكل فررريش وساخن ولذيد كما عهداكم



الشاورما مستوية زيادة (شكرا لكم على الشغل الرائع والنظيف)



يوم جميل للجميع 🕊 آخر مرا القهوه كانت لذيذه
مرا انتظر قهوتي تكون لذيذه كمان 🕊



jahez

Delivery Requests

The Perfectionists

جبايننا أبي لحم مع شحم ويكون
لحم طري مره يعني من الرقبة
وحولها وزودوا لي الشحم شكرًا!



ياليت ما يكون حالياً بزيادة،
مره طبتك منكم كان حداً لذيد
ومافيته طعم حلاً ابد والمره
الثانويه كان حاااالي بزيادة
ياليت ماتكررون الحلاً الزايد الله
يعافيكم



من فضلك أغلق الطلب
بملصق أمان وشكراً



ارجو استخدام محصول قهوة
لذيد ويميل لايحاءات حالية
وليس مره



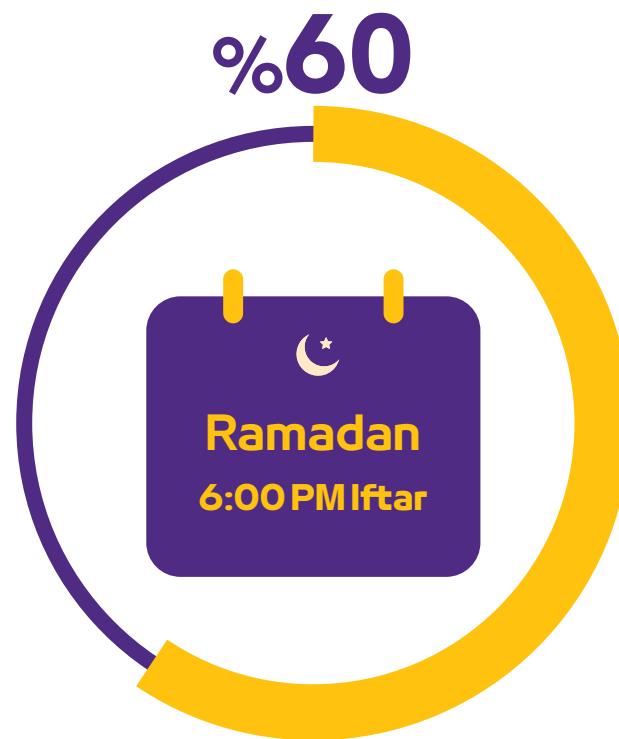
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**Jahez
Services**

Scheduled Orders



With the option for scheduling orders, many users placed their orders 12 hours in advance



Most scheduled orders were made in Ramadan for the Iftar meal

Reclaiming Time, Enhancing Quality of Life!



In 2023, Jahez significantly enhanced users' quality of life by saving a total of 6,072 years, enabling more time for personal growth, family, and leisure.



Prime Savings

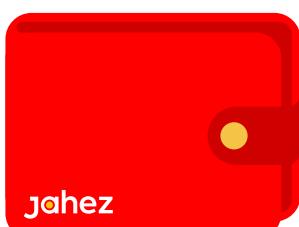
Customers with Prime subscription
saved more than

100 Million SAR

in 2023



Users Savings with Cashback



In 2023, there was one Jahez user who earned back a total of

28,619 SR

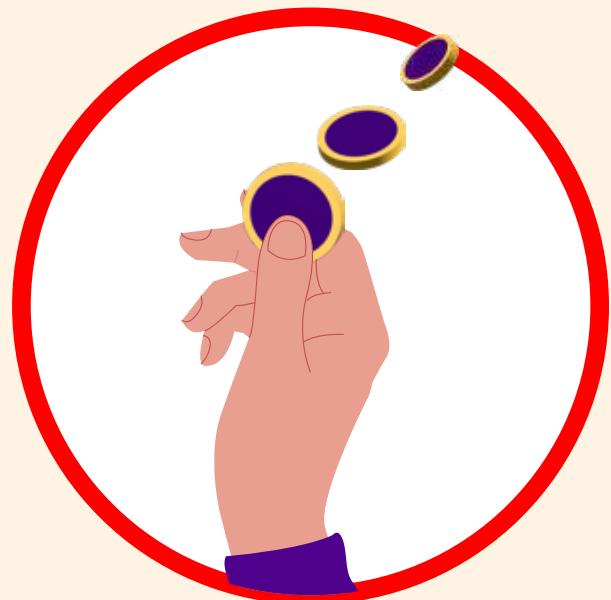
The average user earns back around

%6 as cashback
by using Jahez coupons

Qitaf Savings

qitaf_قطاف

from stc



Users earned more than **3 Million SR** by exchanging their Qitaf points in 2023.

With one user depositing a total of **20,850 SR!**

Wallet Insights



During the festive period of Eid, a remarkable **50%** of wallet transfers were generous gifts shared between our valued customers.

jahez

www.jahezgroup.com