

Expo 2020 Dubai



The Expo 2020 Dubai site will feature more than 200 F&B outlets and 30,000 sqm of front-of-house space



AED 2 billion in F&B sales expected onsite during the event, with up to 85,000 meals served per hour at its peak



With a combination of franchises, new experiences and home-grown brands, Expo 2020 Dubai aims to allocate 20% of its F&B outlets to small- and medium-sized enterprises



Approximately 25% of F&B outlets at Expo 2020 Dubai will offer sit-down dining experiences (both premium and premium casual), while the remainder will provide faster services (snacks, impulse offerings, etc.)



Up to 20% of space within country pavilions may be allocated for commercial (retail and F&B) purposes



Per sqm trading volumes for F&B outlets at Expo 2020 Dubai are projected to be substantially higher than other locations in Dubai, due to increased footfall and dwell times



Between 10% and 15% of F&B outlets will remain after the Expo 2020 Dubai as part of District 2020, a mixed use residential and commercial community at the site

Source: Expo 2020 Dubai

The big impact

Expo 2020 Dubai, the first World Expo to take place in the Middle East, Africa or South Asia region, opens on 20 October 2020. It will be a six month global event attracting countries, companies, decision-makers and tourists from around the world. Accordingly, local F&B businesses have been gearing up for this much-anticipated event.

Three out of four operators believe Expo 2020 Dubai will have a favorable impact and the event has the potential to provide a much-needed fillip to the industry.



15%

Highly favorable impact
(>10% growth)



60%

Favorable impact
(<10% growth)



25%

Not much impact