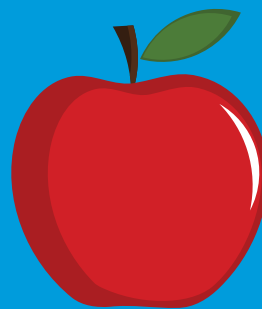


Cuisines - what operators are saying



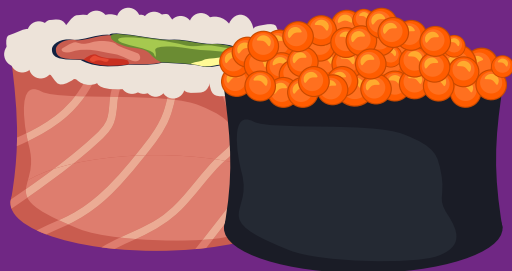
Seemingly same top preferences

- Arabic and Indian flavors continue to be top choices. Italian is second choice to home-country cuisine for many UAE residents.
- In last year's report, we mentioned that consumers may be more adventurous, but their top choices seldom change. It is not surprising therefore to see some operators exploring gaps in their portfolio around these preferred cuisines.



Healthy eating vs. guilty pleasure – a tale of two halves

- UAE consumers generally appear to love burgers, pizzas, fried chicken, as well as sugar- and chocolate-based offerings. However, increasing awareness about health has led some to reduce or give up meat, gluten and milk products. Multiple operators indicated a noticeable increase in vegetarian and vegan options.
- Despite a visible change in consumption patterns, the shift toward healthier food options is gradual and the market seemingly continues to be dominated by calorie-rich offerings.



Asian continues to expand as consumers take notice of Emirati flavors

- Asian—primarily Japanese, Chinese and Thai—cuisines have been amongst the top choices in the UAE for several years. While these continue to be popular, operators see potential in expanding upon this and experimenting with other Asian flavors. Vietnamese and Korean food is expected to see greater acceptance in the future.
- Similarly, there has been a rise in the popularity of Emirati flavors, as expatriates and tourists look to experiment with local cuisine.



Delivery-friendly food will grow

- With the rising importance of delivery in the F&B sector, many operators believe that foods which are more delivery-friendly will do better.
- In parallel, operators are exploring ways in which their offerings can be adapted to cater for delivery.