FUTURE HOSPITALITY SUMMIT	GRIF GLOBAL RESTAURAN INVESTMEN FORUM
SAUDI ARABIA	FORUM

# THE CHANGING F&B LANDSCAPE AND WHAT IT MEANS FOR THE FUTURE OF DINING & SPACES IN KSA

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## KSA'S DINING SCENE MATURES

\$550B

Planned investment in new travel destinations over the next 6 years, making KSA the world's largest investor in tourism

\$23.5B

Est. KSA F&B market size in 2024, expected to grow at 3.4% CAGR to \$27.8B by 2029

33,400

Restaurants, cafés and bakeries in Riyadh Province (25% of KSA total)

80+

New KSA hotel projects to be developed in 2024 to cater to increasing international visitors







#### HOMEGROWN TALENT TO DRIVE FUTURE CHANGE

INCUBATION CENTRES, EDUCATION AND ENTREPRENEURIAL PROGRAMS ARE KEY TO GROWTH



WE STRIVE FOR THE PERFECT BLEND OF SAUDI HOSPITALITY AND INTERNATIONAL STANDARDS



30.6 **KSA MEDIAN AGE** 

HOSPITALITY TO CREATE LIFECHANGING OPPORTUNITIES FOR NEW GENERATION OF SAUDIS





### INTERNATIONAL TRENDS BLEND WITH LOCAL CONCEPTS

- KSA diners welcome cuisines and trends from across the globe
- A growing appetite for concepts that reflect local culture and identity

\$6B

Dedicated to supporting 70,000 small-size enterprises as part of Saudi Vision 2030







### **DINERS DEMAND SPACES** THAT ARE INCLUSIVE **AND SOCIAL**

- A new kind of food hall has been born
- F&B venues serve as hubs for social cohesion and community building
- Price point and accessibility are key factors

#### **"SUCCESFUL F&B MUST BE CRAVE-ABLE, PHOTOGENIC, WELL** PRICED & CONSISTENTLY DELIVERED"

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COFFEE & COCKTAILS



#### A NEW GENERATION OF FOOD HALLS

20%

PROFIT CAN BE ACHIEVED BY FOOD HALL VENDORS COMPARED TO 10% FOR RESTAURANTS





(SAUDI CENTRAL BANK)



2.9% > 6%

TARGET HOUSEHOLD SPENDING ON CULTURAL AND ENTERTAINMENT ACTIVITIES (SAUDI VISION 2030)





### **TRADITIONAL F&B OFFERINGS ARE BEING** REIMAGINED

- Premiumisation of zero-alcohol cocktails
- More late-night coffee and after-event dessert options
- Competitive social dining concepts are increasingly sought after

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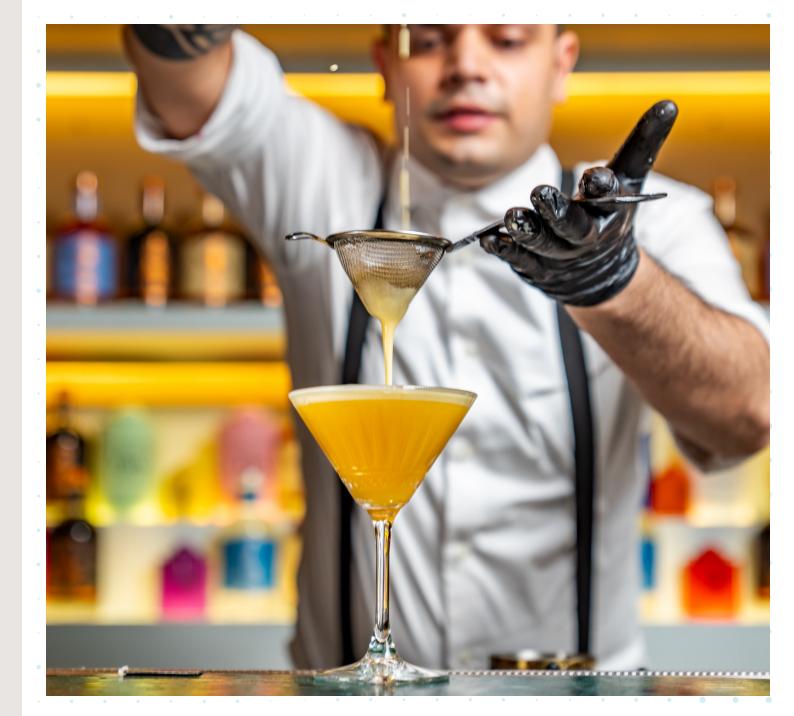
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#### **KSA UNVEILS WORLD'S FIRST GAMING AND E-SPORT 'DISTRICT' AT QIDDIYA**







#### F&B TRENDS REPORT 2024 (COMING SOON)

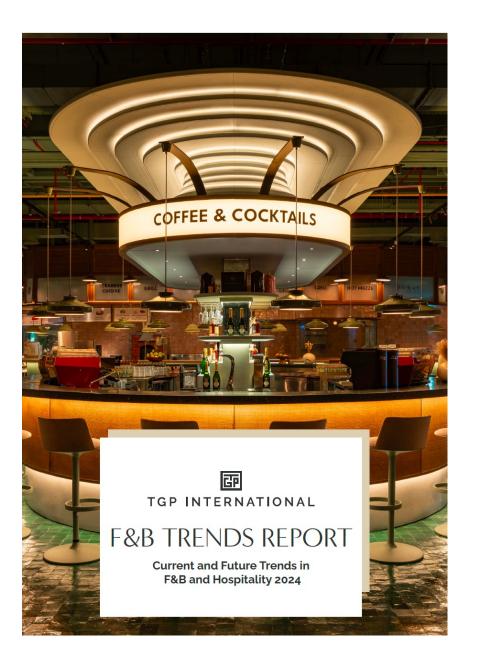
#### EXPLORING...

FUTURE

HOSPITAL

- The Rise of Social Dining Experiences in F&B
- How F&B Redefines Urban Development
- Demand for Sustainability and Inclusivity Grows
- Traditional F&B Offerings Reimagined
- F&B Plays Major Role in Community Building
- Strategic Design Underpins F&B Concept
  Success
- Inclusivity Permeates F&B Design









#### **TGP INTERNATIONAL**

AS A GLOBAL 360° HOSPITALITY AGENCY, WE TEAM UP WITH PASSIONATE BRANDS, CLIENTS AND ENTREPRENEURS TO MAKE THEIR LONG-TERM VISION A REALITY THROUGH CONCEPT DEVELOPMENT, CREATIVE INTERIOR DESIGN, FRANCHISING, ADVISORY SERVICES AND PROJECT MANAGEMENT—CREATING AND DEVELOPING WORLD-CLASS HOSPITALITY BRANDS & FOOD RETAIL SPACES.

SPEAK WITH OUR TEAM

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