

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

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TGP INTERNATIONAL



# 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

**“SUCCESSFUL F&B MUST BE CRAVE-ABLE, PHOTOGENIC, WELL PRICED & CONSISTENTLY DELIVERED”**



# A NEW GENERATION OF FOOD HALLS

# 20%

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



# 13.6%

GROWTH IN KSA  
RESTAURANT SALES  
LAST YEAR  
(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

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



# F&B TRENDS REPORT 2024 (COMING SOON)

## EXPLORING...

- 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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