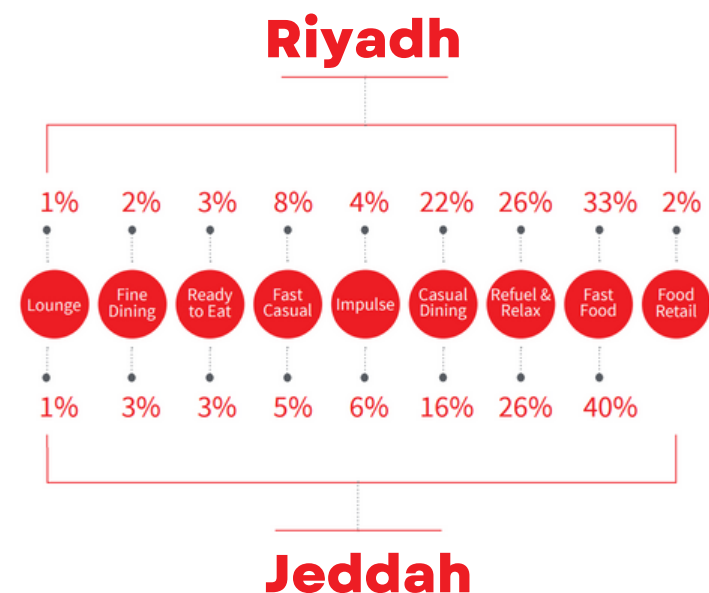


# F&B Landscape in Saudi Arabia

A research conducted by JILL Inc. provided an extensive detail of the F&B Landscape in Saudi Arabia. Analysing the current and future evolution of the F&B industry. We will give a synopsis of information regarding the restaurant market in Riyadh and Jeddah, where a comparison and statistical insight is viewed.

## The Restaurant Market In Riyadh and Jeddah

The analysis was made for approximately 9,000 restaurants in Riyadh and Jeddah. As observed there is a relative similarity in the mix of restaurants in each city, with noticeable differences that will be described (Infographic).



Fast Food in Riyadh (40%) where in Jeddah (33%). Which is due to the distinctive and large blend of old and traditional establishments, which caters to the low-income population.

Refuel & Relax units, mostly known as Cafes are ranked second in the most popular form. That is due to the fact that Coffee Shops are considered a prominent outlet for social gatherings in Saudi Arabia.

Ready to Eat and Food Retail is a growing category, as the observation of incrementation in the life style of busyness with work and scarcity of time.

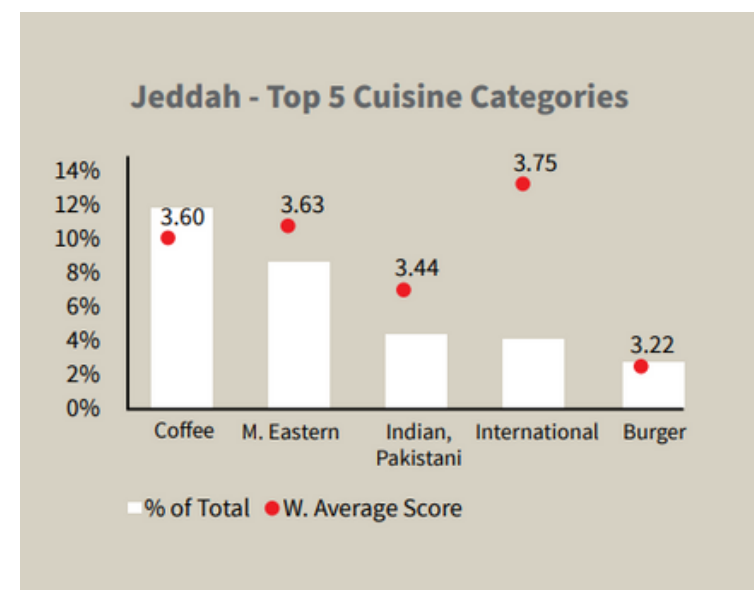
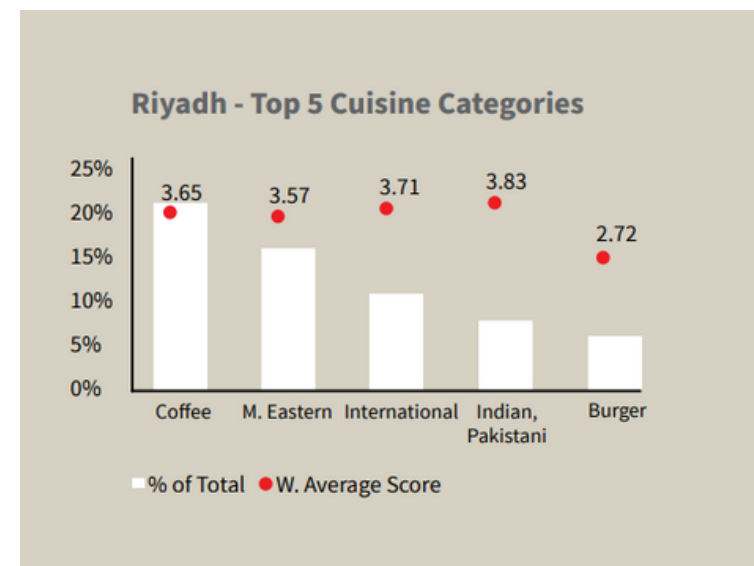
# F&B Landscape in Saudi Arabia

## Cuisine Types, Brands and reviews

Cuisine Types: The adjacent infographic confirms what was previously aforementioned regarding the popularity of Coffee Shops. Where it holds the highest provision of units.

Brands: A remarkable observation is gained where analysing the data. That is, the supply in Riyadh (39%) where Jeddah (24%). Thus, Riyadh is notably more braded than Jeddah.

Review: In the analysation of over 400,00 reviews, which has been split equally between the two cities: Riyadh and Jeddah. Findings conclude the average rating of Riyadh is 3.57 out of 5, while the average rating of Jeddah is 3.64.



# F&B Landscape in Saudi Arabia

## Growth Potential for FDC

One of the main goals of the Food District Company, is to expand further in Saudi Arabia. Establishing the initiation in Riyadh, Where the population is 4 million, out of 13 million as the total population of Saudi Arabia. Making Riyadh the most influential contributor in the demographics of Saudi Arabia.

Rising from the aforementioned goal we can see the need to investigate the cities of Saudi Arabia, in terms of their density in population. A quick examination yields the following:

There are 3 cities -excluding Riyadh- that have a population exceeding one million. Starting from Jeddah, with a population of 2,867,446. Succeeding with Mecca: 1,323,624. And Medina with 1,300,000.

Following on that, we will turn to the cities that have a population between 1 million and 100,000. There are 19 cities of this particular trait. For reasons of abbreviation and filtration, we will mention four of the most populated only. Sultanah has the population of 946,697. Dammam that of 768,602. And Ta'if of 530,848. Lastly Tabuk with a population of 455,450.

The following map shows the population density of cities in Saudi Arabia, with visual representation for clarity and comprehension.

