



## GCC Restaurant Tech

### Research Highlights:

Restaurants are innovating to stay relevant at a time when demographic trends are evolving and technology drives consumer requirements. This report examines the restaurant-tech scenario in the GCC region.



# About Marmore



## Organizational Background

Marmore MENA Intelligence provides research-based consulting solutions to help understand current market conditions, identify growth opportunities, assess supply/demand dynamics, and make informed business decisions.

Marmore is a fully-owned research subsidiary of Kuwait Financial Center 'Markaz'. Since 2006, Markaz Research has been at the forefront in disseminating thought-provoking, hard-data backed research reports. Marmore continues that legacy with a focused approach to providing actionable solutions for business leaders and policymakers.

Since its inception, Marmore has published over 700 research reports and covered more than 25 varied industries and infrastructure segments; all focused primarily on the GCC economies. (To view our Research Library, please [click here](#))

With over 30 policy and regulatory research studies published, Marmore has partnered with renowned regional think-tanks and opinion-leaders to publish some of these intellectually provoking policy research papers. These research studies aim to initiate dialogue and propose better solutions to existing economic conundrums. (To view our Policy & Regulatory research report, [click here](#))

Almost on a weekly basis, Marmore publishes thematic economic, industry, policy and capital market reports. Marmore has been recently conferred **"Research Provider of the Year - 2018"** award by Global Investor, a Euromoney Group company. To learn more, visit [www.marmoremna.com](http://www.marmoremna.com)

## Experience/Qualifications

Marmore is the only regional firm providing niche research based on strong analytics in areas that are less researched. Marmore provides full range of financial market, sector specific and economic and policy researches, as well. The different types of researches are availed based on the client's requirements. It is notable that Marmore research reports have regularly been used by various renowned institutions to better understand the MENA region.

*Marmore's strengths can be summarized as follows:*

- » Consistent track record of quality, in-depth research offerings;
- » Skilled team with extensive experience in advanced quantitative and qualitative analysis techniques;
- » Deep understanding of MENA market and access to wide-ranging database
- » Delivers high quality, client specific, insightful research reports; highlighting key client issues and uncovering key answers/opportunities for the clients.

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# Executive Summary

It has become common for consumers to expect digital access, personalization, loyalty tracking and no-touch transactions when they shop, travel and handle their finances. . In recent times, customers have the same expectations for their dining experiences as well.

Over the past decade, customers' no more rely on newspaper reviews or search phone numbers when making reservations or ordering deliveries from restaurants. This, increasing number of tech savvy customers is the primary driving force for technological innovation in the restaurant industry.

For certain companies, innovation is integral to their day to day functioning. It starts right from the company hiring process and extends to customer-facing technology. With competition becoming more intense, the restaurant industry is transforming over the past few years. Restaurants that best understand their customers, capitalize on digital technology and analytics, and utilize the opportunity to engage customers in a highly personalized manner, manage to survive and win in the race. If done effectively, the winners can increase the dining frequency, amount of the bill, and customer loyalty.

However, restaurants should realize that digital can only be a support system. Fundamentals of a successful dining experience still remain the same: menu, value for money, location and ease of access etc. Also, they should focus on customer's demand for an omni channel experience.

Restaurant tech is defined as innovative technologies that improve the experience for customers and enhance the business. AI, automation and robotics are expected to play a larger role in the food segment.

From multinational food chains to small take away counters, that the moving targets are factors like consumer behavior, cost structure, labor laws, supply chain dynamics and managing competition. Smaller companies in the food and beverages industry can compete with larger and age old establishments by using technology to their advantage.

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