



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.



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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.

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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

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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OR email us at enquiry@e-marmore.com

Would prefer talking to us? Call us at **+965 2224 8280**

Authors

M.R. Raghu CFA, FRM, FCMA

Head of Research

+965 2224 8280

rmandagolathur@markaz.com

Venkatram Kolluri

Senior Consultant

+965 2224 8000

VKolluri@e-Marmore.com

Sudhakaran Jampala

Manager - Policy

+965 2224 8000 Ext: 4613

SJampala@markaz.com

Anna Elias

Policy Analyst

+965 2224 8000 Ext: 4631

AElias@e-marmore.com

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For further information, please contact 'Markaz' at P.O. Box 23444, Safat 13095, Kuwait; **Email: enquiry@e-marmore.com**; Tel: 00965 22248280; Fax: 00965 22495741.