

5 ACTIONS GCC RESTAURANT LEADERS MUST TAKE IN 2022

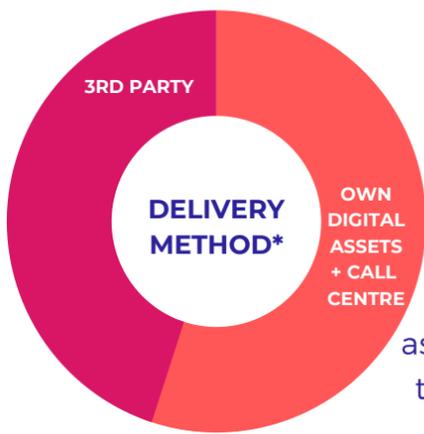
It is all about turning brand strengths into towering strengths



1. REWARD THE "SUPER USER"

Super users come to a brand >10 times a month

Yes they exist! 12% of Starbucks, 6% of Subway and 3% of Chili's consumers are Super Users in UAE. Typically they exist more in coffee than in fast food and more in UAE than in KSA. Find them, love them and bring them back one more time. Pound for pound, it is far more profitable than paying to convert a non-user.



2. CREATE DELIVERY ASSETS

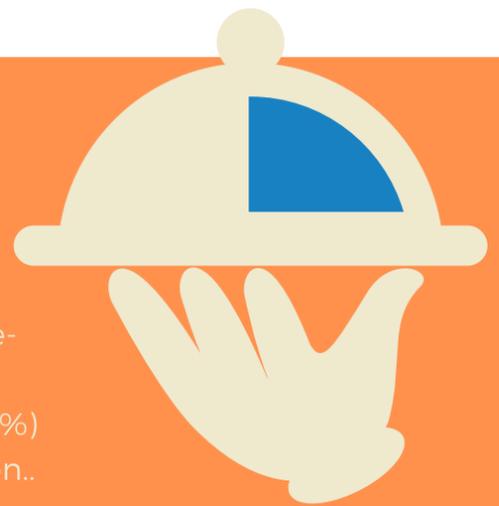
Brands have started to 'own' their customers

Restaurant brands in both UAE and Saudi Arabia are pivoting to a hybrid delivery method. They are now deploying their own digital assets, call centers and fleet in addition to using 3rd parties. This gives them part control of their customer's journey and data. Also Margins!

3. SHOUT ABOUT SERVICE

Covid-19 has shifted market focus

It is not enough to provide great service - whether in dine-in or delivery. Shout about it from the rooftops. Service is the No 1 reason of brand choice in both UAE and KSA (23%) far exceeding traditional factors such as price and location..



4. ADVERTISE

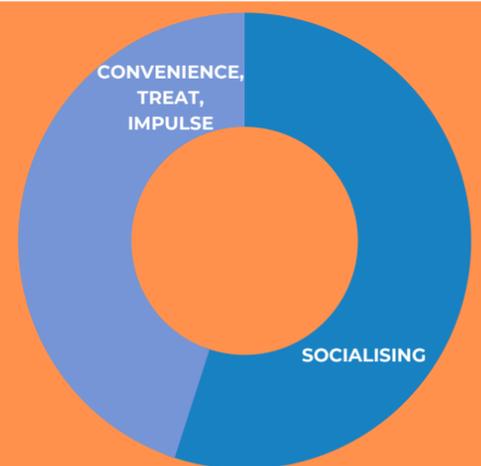
The fight today is for topline and flow through

Top 10 brands in GCC had an incremental 19% share of all advertising spends during covid months - while other brands were focused on cost controls. Top brands gained share at the expense of other brands during this period. In 2022 it is imperative brands shift focus from cost controls and actively aim to build sales and build brand through marketing spends.

5. THE GROUP MEAL MINDSET

Socializing is more important than ever

"Socializing" with family, friends, colleagues and significant others, was already a major customer motivation before covid. Now, it is by far the biggest (45% of all visits). Restaurants typically focus on individual dishes. Shift this mindset to create experiences that cater to 2+ person occasions.



Food Delivery and Aggregators in the UAE

Casual Dining Sector in Saudi Arabia

Top Malls for F&B in Saudi Arabia