



8 competitive advantages F&B entrepreneurs find compelling in Dubai's culinary scene

In Numbers: Dubai's culinary scene

Dubai ranks as the world's 2nd leading gastronomy capital, contributing 3.4% to its GDP.

The third annual Dubai Gastronomy Industry Report shows that the emirate is the world's second leading gastronomy capital (just after Paris), and is overtaking renowned food destinations like London, New York, and Tokyo.



1. MICHELIN Guide highlights Dubai's global food status

The MICHELIN Guide Dubai 2025 – now in its fourth edition – reinforces Dubai's reputation as a global fine-dining hub. Featuring 106 restaurants across 35 cuisines, including two 3-starred and three 2-starred venues, the guide attracts top chefs and investors. Its growing presence reflects strong demand for luxury dining, making Dubai a prime location for high-end culinary ventures.



2. Global cuisines are in demand among residents and tourists

Home to nearly 200 nationalities, Dubai's dining scene showcases global favourites — from East Asian ramen to Middle Eastern grills and African-Eurasian fusion. With trends like Korean-Mexican tacos and Pan-African brunches on the rise, the city is a hotspot for launching regional or hybrid cuisine concepts.

3. Popular for innovative and trending desserts

Dubai's F&B is an immersive experience. With artisanal gelato carts, luxurious afternoon teas, and gold-dusted desserts, the city showcases its love for indulgence. A standout creation is the Can't Get Knafeh of It chocolate bar from local brand FIX Dessert Chocolatier. This unique treat combines pistachio cream, tahini, and knafeh pastry in a chocolate shell and has become a viral sensation on TikTok.

CAGR of food delivery sectors: 5–8%

Local delivery apps: up to 75% annual growth

UAE delivery orders (2024): 228,000 +



4. Food delivery services are on the rise

Dubai's food delivery sector has become a gourmet experience, driven by tech platforms linking premium and affordable restaurants to a diverse, convenience-driven population. High adoption and rapid growth position the city as a global leader. Demand, shaped by evolving preferences and strong spending power, is boosted by subscriptions, loyalty programmes, and innovations like AI and autonomous delivery—offering scalable, efficient entry points for global food brands.



5. Cloud kitchens and pop-ups attract new entrants

Seasonal demand from major events like Expo City Dubai and Dubai Food Festival has boosted the growth of cloud kitchens, pop-ups, and experimental dining concepts. Dubai now serves as a flexible, low-risk testing ground for global chefs and brands to trial delivery-only or short-term kitchens before expanding.

6. Emirati and Middle Eastern culinary classes drive food tourism

Culinary tourism has become a central part of Dubai's attraction. Packages now include Emirati cooking classes, fine-dining city tours, and desert dining under the stars. For tour operators and restaurateurs, combining culinary experiences with travel creates multiple revenue streams and adds a premium touch to their offerings.



7. Influencer marketing increases brand reach and sales

Social media has significantly influenced consumer behaviour in Dubai's F&B scene. According to DET, 70% of UAE diners consult social media before choosing where to eat. As such, restaurants are collaborating with regional influencers, food bloggers, and travel content creators to heighten visibility.

8. Strong F&B logistics enable efficient operations

As restaurant numbers surge — with 1,200 new licences issued in 2024 alone — so too does the demand for robust supply chains. Entities like Gulfood, Transmed, and IFFCO serve the industry with imported goods, cold storage logistics, and tech-integrated operations. This presents vast opportunities for suppliers, manufacturers, and agri-tech start-ups exploring the Dubai business environment.





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A screenshot of a web form titled "Become a Royalty Partner" with the SEED GROUP logo at the top. The form is set against a background of desert dunes. It contains several input fields and a dropdown menu, all marked with an asterisk to indicate they are required.

Company Name *	Type of Business (B2B/B2C/B2G) *
<input type="text"/>	<input type="text"/>
Company Website *	Company Location *
<input type="text"/>	<input type="text"/>
<small>If not applicable, please type N/A</small>	
Company Industry *	Product/Service *
<div>Please Select ▾</div>	<input type="text"/>
Company Phone No.	Year of Establishment

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Dubai's outstanding achievements in 2024 undoubtedly amplify its voice in the global investment and innovation expanse. These milestones, along with its pro-business policies and strategic vision, enhance the ease of starting a business in the emirate. Entrepreneurs and investors worldwide arguably benefit from Dubai's forward-thinking approach, making it a top place for company success.

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