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CONFINDUSTRIA

FOOD & BEVERAGE BUSINESS MATCHING 15TH JUNE 2021

KUWAIT COMPANIES SPECIALIZED IN FOOD AND BEVERAGE SECTOR BY MOHAMED A. NAJIA



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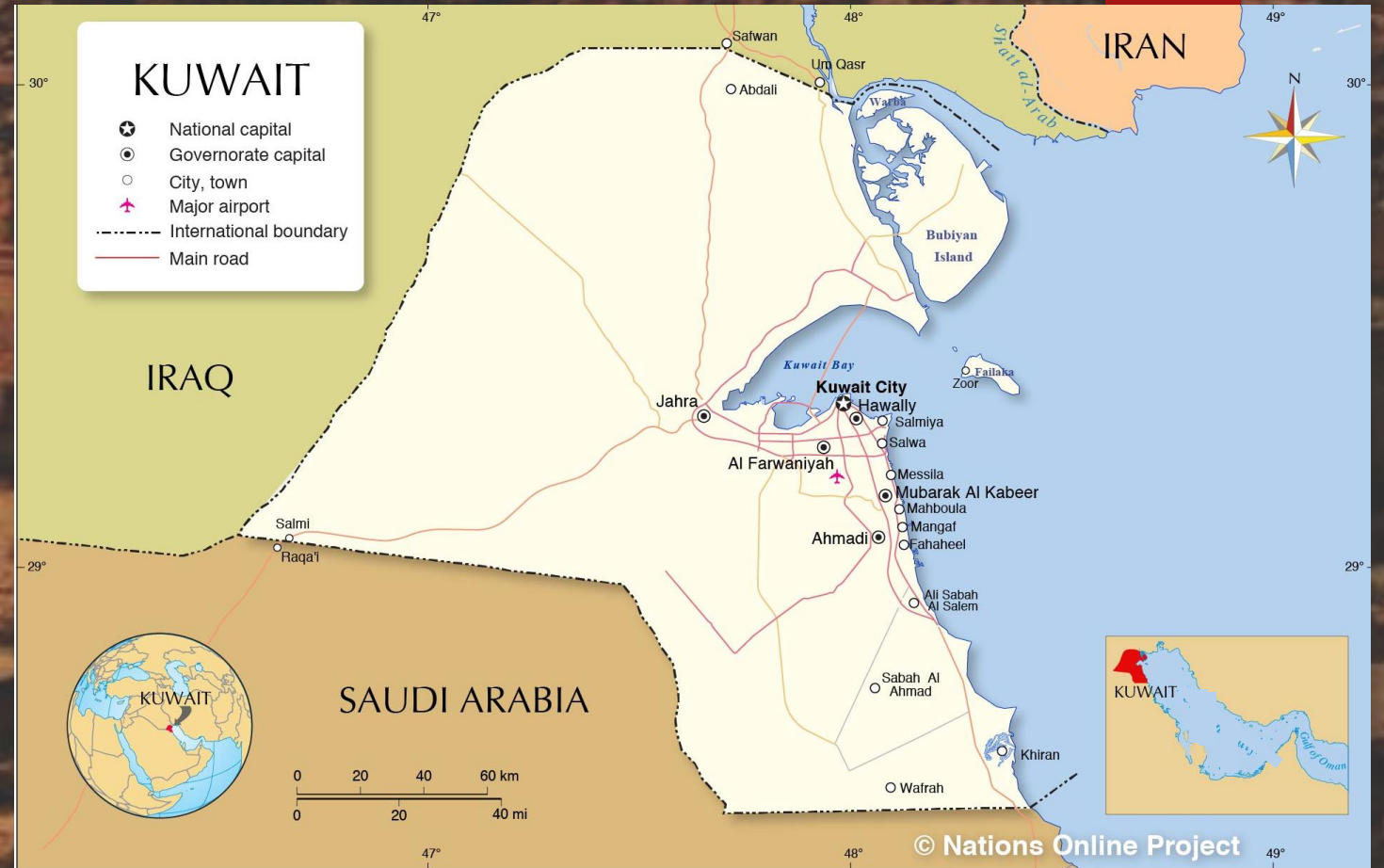
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1. KUWAIT AT GLANCE

- **Full name:** State of Kuwait
- **Population** 4.4 Mil
- **Ethnic Groups:** Kuwait 31.3%, other Arab 27.9%, South Asian 37.8%, African 1.9%, other 1.1%
- **Capital** Kuwait City
- **Area:** 17,8181 km²
- **Major language:** Arabic; English is also widely used
- **Country religion:** Muslim
- **Main exports:** Oil and refined products ,fertilizers
- **GDP per capita:** USD 30,000(f20)
- **Internet domain:** KW

1. KUWAIT AT GLANCE



Location: Kuwait borders [Iraq](#) and [Saudi Arabia](#) by land and [Iran](#) by sea.



2. F&B SECTOR IN KUWAIT

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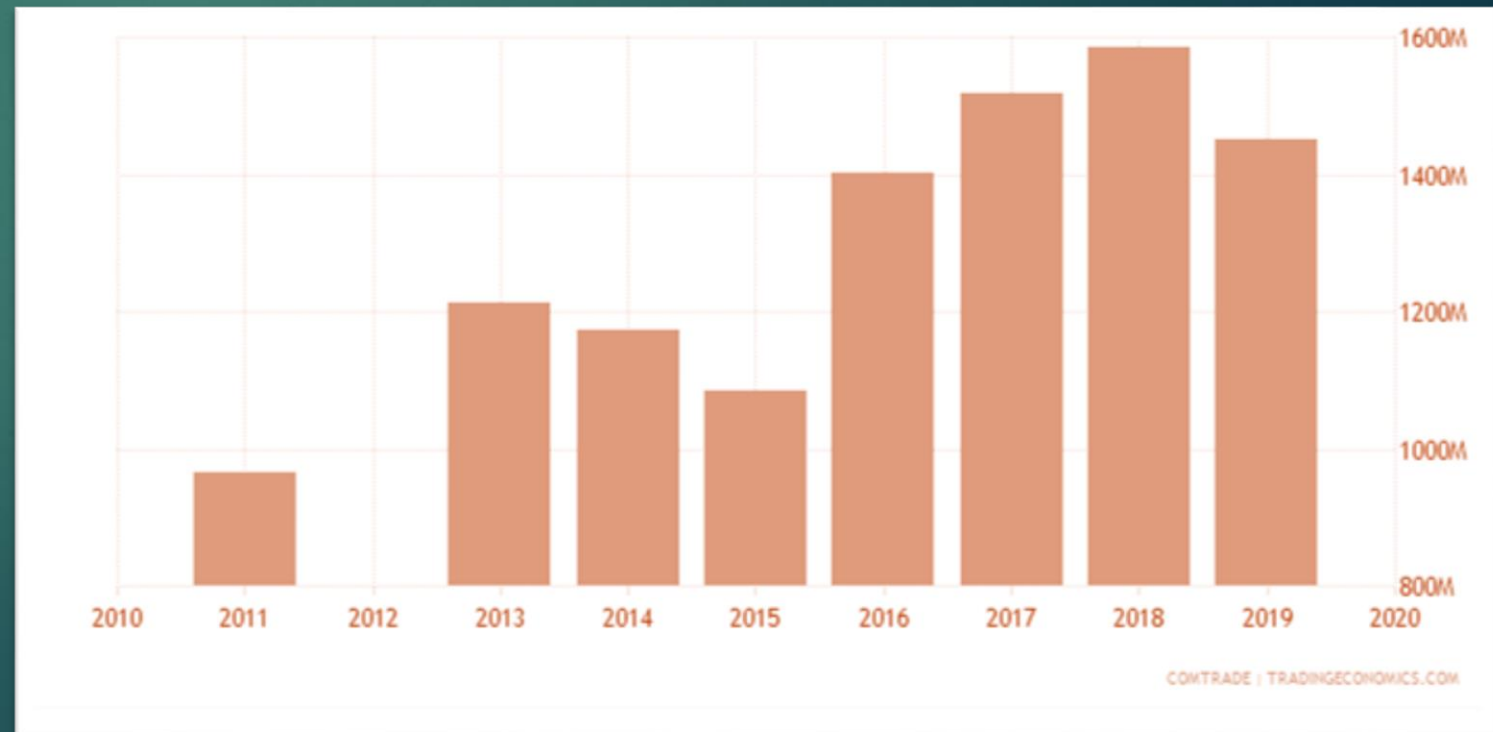
- ▶ Kuwait currently has the fastest growth rate for food consumption in the whole GCC area, with the sector expected to grow by 9.6% per annum over the next five to ten years; due to increasing population, rising disposable incomes, coupled with changing trends and product innovations.
- ▶ Dining out is a primary activity throughout the GCC, where options for entertainment are often limited. Even within malls, one-third of visitors are driven primarily by food, not shopping.
- ▶ Italian cuisine is one of the most desirable cuisine in the market , across most restaurants' menus whether Italian or other, there will always be an Italian inspired dish like Pizza or Pasta. Its important to note that Italian cuisine is also quite appealing to kids given the availability of simple dishes which plea to all taste buds.

2. F&B SECTOR IN KUWAIT – imports from Italy

Statistics of Kuwait Imports of some top F&B categories from Italy in 2019 :

Beverages, spirits and vinegar	\$4.95M
Cereal, flour, starch, milk preparations and products	\$10.85M
Vegetable, fruit, nut food preparations	\$5.71M
Edible fruits, nuts, peel of citrus fruit, melons	\$5.69M
Dairy products, eggs, honey, edible products	\$5.47M
Coffee, tea, mate and spices	\$1.78M
Oil seed, oleagic fruits, grain, seed, fruits	\$1.78M
Meat, fish and seafood preparations	\$1.39M
Animal, vegetable fats and oils, cleavage products	\$3.49M

Kuwait overall imports including F&B from Italy was US\$1.45 Billion during 2019, according to the United Nations COMTRADE database on international trade.



2. F&B SECTOR IN KUWAIT

- **Kuwait has more than 6,000 licensed restaurants offering local, regional and International cuisine.**

- **The co-ops (cooperative society existing in each residential area in Kuwait) are 350 Co-ops with estimated value of yearly sales kd 635 millions (\$219 bn)**

- **Other supermarkets available in Kuwait are:**
 - **Carrefour,**
 - **City Center**
 - **Lulu,**
 - **Sultan Center,**
 - **Marks & Spencer,**
 - **Dean & Deluca,**
 - **Trolley**
 - **Saveco**
 - **Monoprix (coming soon)**

3.MAJOR PLAYERS ,TRENDS ,GAPS & OPPORTUNITIES

MAJOR PLAYERS

1. Kuwait Industry Union in Kuwait is listing suppliers in Kuwait however country's only annual hospitality and foodservice business meeting place is the HORECA Kuwait that brings together the major suppliers in the hospitality, catering and food industry sectors

TRENDS

1. The Kuwaiti consumer is well cultivated through travel and culture and has high expectations on food quality, experience and ingredients.
2. There is a high opportunity across supply chain given the demand in quality products and the growth of the F&B sector.
3. There is a wide appetite for Italian cuisine along with a fine/ entertaining experience post COVID restrictions.
4. The comfort food & freshly baked goods have seen a spike during COVID due to home cooking and emotional comforting food needs.

▶ GAPS & OPPORTUNITIES

1. There is a gap in fine dining and stand-alone restaurants in the market which amount to several reasons mainly due to limited locations, real estate inflated values in some areas which affect potentially ROI.
2. Almost all new Italian concepts that have opened in the market have been successful and fully booked from day one
3. The Kuwaiti market is built on trends and word of mouth, therefore new concepts with the right positioning, food flavors and overall experience have a guaranteed success opportunity.

3.MAJOR PLAYERS ,TRENDS ,GAPS & OPPORTUNITIES

THE THREE PRODUCT CATEGORIES

Health and Wellness

- Protein powders
- Value-added protein categories
- Specialty snacks
- Protein ice creams

Flavored Water

- Due to Kuwait's hot climate demand for soft drinks and bottle water is constant
- One brand which has thrived in this market is UK based VIMTO.
The berry cordial first entered the Gulf in 1927
Which remains the biggest market
For the brand outside of the UK. There
Are also export opportunities here.

Non-potato crisps and snacks

- Locals are eager to see more Non-potato crisps and other Snacks , plus snacks that do not Contain MSG, trans-fats, preservatives ,allergens and GMO's,on grocery store shelves

3.MAJOR PLAYERS ,TRENDS ,GAPS & OPPORTUNITIES

As you can see, Kuwait presents some interesting opportunities for food and beverage companies looking to branch out to the Kuwait.

Food Opportunities

- Quinoa based snacks
- Lentil based snacks
- Chickpea based snacks
- Baked crackers and crispbreads
- Flavored popcorns

Other Opportunities

- Alternative dairy products , such as nut milk and non-dairy yogurts
- Artisan Cheeses
- Halal meat products –Kuwait is the 2nd most meat consuming country In the worlds and will still see strong Growth over the coming years

Beverage Opportunities

- Bottled water
- Energy-sports drinks
- Ready o drink tea and coffees
- Fresh juice and juice concentrates
- Carbonated drinks
- Asia's specialty drinks

3.MAJOR PLAYERS ,TRENDS ,GAPS & OPPORTUNITIES

Union Of Consumer Co-Operative Societies - Kuwait



- The role of UCCS is :
- to meet the needs of the **consumers** in good quality goods and services at an affordable price;
- to conduct trading and public catering services;
- to produce goods, to provide household and production services, including credit and insurance services.

In addition to UCCS we list some of Major Suppliers in Kuwait : Food Choice, Azzad Trading Group, Al Yasra, Lulu Hypermarket, Kout Food, Tabco Food, Kuwait protein, Al Babtain Group, Mezzan Group, Farmland, Saveco by Al Qatami ,etc

4.ORGANIC REVOLUTION

- ***Kuwait has various*** passionately committed distributors of organic range of natural, delicious and healthy products in Kuwait and across GCC countries. And there are many more that are working on improving the quality of food & beverage products .
- Awareness of healthy lifestyle has taken its path in Kuwait too and more and more public is getting aware of it.
- Organic Industry has been constantly striving to provide a wider healthy and nutritious food choice from across the globe for discerning consumers and hence improve their quality of life.
- It has started to be as a way of business, it has always covered extra mile to become partner of choice for retail establishments in the whole of Kuwait markets by widening its distribution to reach & coverage and delivering cutting edge customer and trade services.
- **Italian products are not much available in this category**

5. KUWAIT HOTEL OWNERS ASSOCIATION (KHOA) **SINCE 1979**

Hotel Chains available in Kuwait :

- Marriott
- Hilton
- IHG
- Millennium
- Accor
- Safir
- Jumeirah
- Movenpick
- Radisson
- Four Seasons
- Hyatt



6.HORECA

Horeca (also HoReCa,HORECA) is the Dutch and French languages term for the food service and hotel industries.The term is a syllabic abbreviation of the words Hotel/Restaurant /Café.

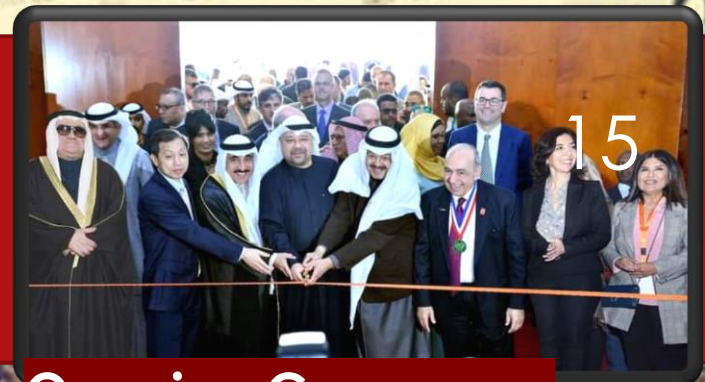
Establishment

- Hospitality Services founded HORECA Lebanon in 1994 on the back of decades of experience in the industry.
- The annual trade fair has become an essential business meeting place for the hospitality, foodservice and beverage industries. It has successfully franchised its HORECA brand in KSA, Kuwait and Jordan.

Kuwait

- HORECA has been brought to Kuwait in 2012 and since then it has been set and it is on growing path.
- It has 80+ exhibitors some international and local ones .
- It covers Culinary Art Show ,Bed Making Competition ,Ice Carving , Business Forum etc.

6.HORECA



Opening Ceremony



Visitors



VIP Visitors

6.HORECA



Culinary Art Show



Horeca Judges



7. CHAÎNE DES RÔTISSEURS KUWAIT



Gala Dinner



CROWNE PLAZA KUWAIT AL THURAYA CITY
SATURDAY 08 DECEMBER 2018



At Italian Ambassadors Residence

- With nearly 25.000 members, the Chaîne des Rôtisseurs is an International Association of Gastronomy now established in over 80 countries bringing together enthusiasts who share the same values of quality, fine dining, the encouragement of the culinary arts and the pleasures of the table.

- The distinctive character of our association is to bring together amateurs and professionals, from all over the world, whether they are hoteliers, restaurateurs, executive chefs or sommeliers, in the appreciation of fine cuisine.

- Since 1982 Chaîne Des Rôtisseurs has been brought to Kuwait by Mohamed Najja to bring together business market together.

THANK YOU



إتحاد أصحاب الفنادق - الكويت
KUWAIT HOTEL OWNERS ASSOCIATION

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