

# MENA Restaurant Management Software Market Size, Scope and Growth Overview to 2027

*The restaurant management software market grows due to digital transformation, seamless payment gateways, and rising Quick Service Restaurant (QSR) adoption.*

WILMINGTON, DE, UNITED STATES, January 2, 2025 /EINPresswire.com/ -- According to a recent report published by Allied Market Research, the [MENA restaurant management software market](#) was valued at \$93.78 million in 2021, and is projected to reach \$233.07 million by 2027, registering a CAGR of 16.5%.



Restaurant management software, also known as a restaurant POS or management system, is tailored to streamline restaurant operations. It serves as a central platform for handling tasks like order processing, menu customization, table reservations, inventory control, employee scheduling, and payment processing. This software provides real-time insights through analytics and reporting, enabling informed decision-making. Additionally, it ensures compliance with regulations, such as tax calculations and reporting, while safeguarding payment transaction data.

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Modern restaurant software systems combine the capabilities of a computer with a checkout counter in the restaurant business, enabling them to process credit card payments, generate receipts, visualize data on a user-friendly screen, and perform service station responsibilities. A centralized digital ordering system known as a kitchen display system (KDS), helps streamline communication and efficiency in both, front-of-the-house (FOH) and back-of-the-house (BOH) throughout most eatery establishments by replacing paper tickets in the kitchen at the back end.

Due to technological advancements, restaurant management software is being implemented in numerous eating & dining end-use sectors.

The MENA restaurant management software market is poised for robust growth, driven by several compelling drivers and promising opportunities. Increase in digitization of businesses across the region pushes restaurant owners to embrace technology-driven solutions for enhanced efficiency and customer service. Rise in popularity of quick-service restaurants (QSRs) and the need for streamlined operations in these establishments present a substantial opportunity for the growth of the restaurant management software in MENA. In addition, the growing demand for contactless and seamless payment gateways aligns perfectly with the capabilities of restaurant management software, opening up new avenues for the market growth. Moreover, the emergence of subscription-based software solutions and the potential to cater to the region's unique regulatory requirements offer exciting prospects for the market growth.

As the MENA region continues to witness urbanization and evolving consumer preferences, restaurant management software providers stand to benefit from these favorable market dynamics. On the basis of deployment model, the on-premise segment dominated the MENA restaurant management software market in 2022 and is expected to maintain its dominance during the forecasted period. The growth of the On-premise segment is attributed to the fact that the adoption of on-premise-based restaurant management software is rising among end-users due to its affordability and efficiency.

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On the basis of solution, the purchasing and inventory management segment dominated the MENA restaurant management software market in 2022 and is expected to maintain its dominance during the forecasted period, owing to increase in the deployment model of sophisticated software-based tools for food ordering, tracking sales, and secure payment gateway.

The COVID-19 pandemic created lucrative opportunities for the MENA restaurant management software market. As restaurants continue to adapt to the post-pandemic landscape, the demand for advanced software solutions is expected to persist. Restaurants are likely to invest further in technology to enhance customer experiences, optimize operations, and gain a competitive edge.

Opportunities also exist for the development of tailored software solutions that cater to the unique requirements of the MENA restaurant market, including language localization and compliance with regional regulations. Furthermore, data analytics and customer engagement features within restaurant management software are poised to play a pivotal role in helping restaurants thrive in the evolving business environment, presenting a promising opportunity for

market growth.

Key players in the MENA restaurant management software market responded swiftly to mitigate the negative impact of the pandemic. Restaurants in MENA adapted key companies' software offers to cater to the evolving needs of the restaurant industry. These strategies included enhancing contactless and online ordering features, enabling efficient inventory management, and providing tools for compliance with health and safety guidelines. Key players also offered support and training to restaurant operators to ensure the effective utilization of their software solutions. In addition, partnerships with delivery platforms and integration with popular food delivery apps were pursued to expand the market reach.

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### Key Findings Of The Study

1. By solution, the purchasing and inventor management segment accounted for the largest MENA restaurant management software market share in 2021.
2. Country wise, KSA generated highest revenue in 2021.
3. Depending on deployment model, the on-premise segment generated the highest revenue in 2021.

The key players profiled in the MENA restaurant management software market analysis are Toast, Square, TouchBistro, Clover, Lightspeed, Posist Technologies Pvt. Ltd., Oracle Corporation, NCR Corporation, PAR Tech, Network International, Ingenico, Verifone, Hyperpay, and Middle East Payment Services. These players have adopted various strategies to increase their market penetration and strengthen their position in the MENA restaurant management software industry.

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