

Africa to Beyond:

The role of F&B in creating sustainable communities for
Mixed-Use & Leisure real estate success

19/09/2024



TGP INTERNATIONAL



About Us

Creating world-class hospitality brands & food retail spaces

Global 360° hospitality agency specialising in:

- F&B Masterplanning
- Concept Development
- Creative Interior Design
- Franchising
- Advisory Services
- Project Management

Speak with our team

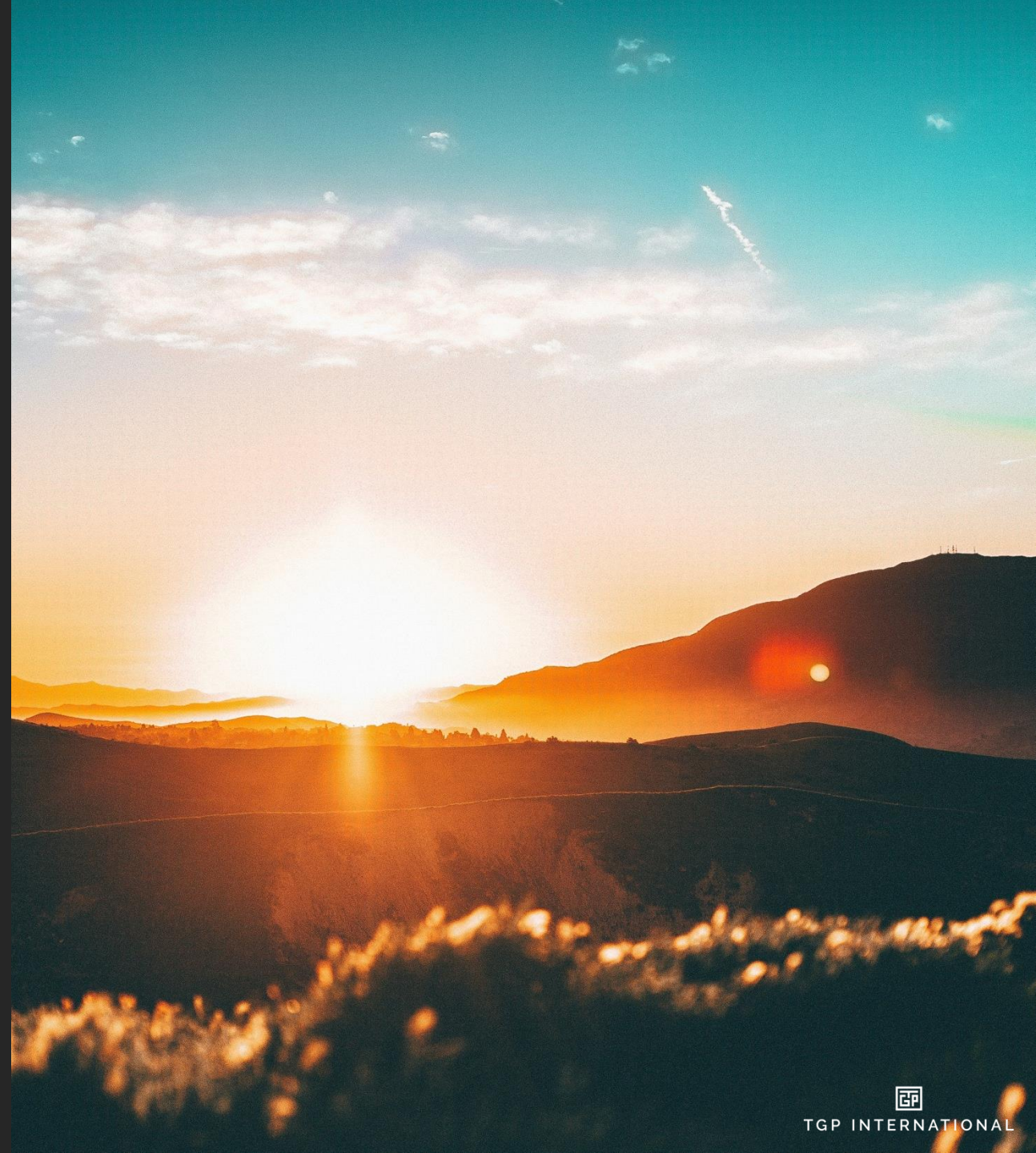
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Key Themes

- Community
- The Evolving Landscape
- F&B as a Catalyst
- Sustainability
- Technology & Innovation
- Economic Impact
- Conscious Consumerism
- Future Outlook



COMMUNITIES



ACCELERATED SOCIETY



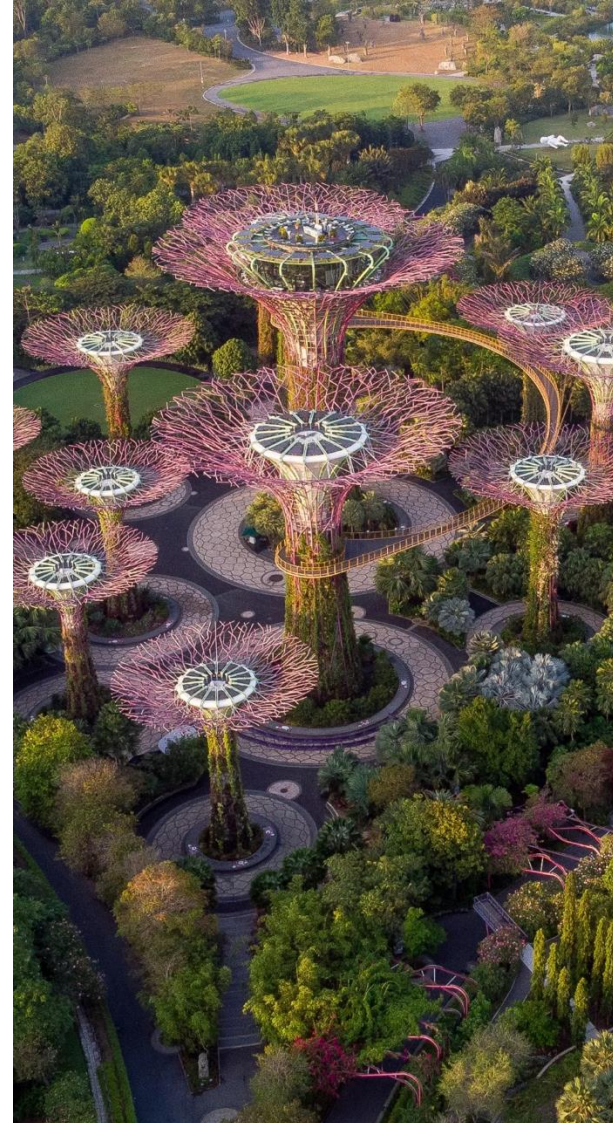
Diamniadio Lake City, Senegal



Red Sea Development



Expo City Dubai - UAE



Singapore

2.5 billion

people living in cities

by 2050.

90% Africa & Asia.

McKinsey reported

that **33%** of

people worldwide had

feelings of loneliness

in **2022.**

F&B: The Secret Ingredient



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F&B AS AN ANCHOR FOR RETAIL SPACES

Westfield predict 2025 to be the 'experience tipping point' when experiences take over

50%

of retail space

"F&B tenants now occupy up to 40% of gross leasable area in new retail developments, up from 15% a decade ago"

Cushman & Wakefield, 2023

The Rise Of The Foodhall

- 700% increase in US in last decade
- Europe following trend in last 5 years
 - Middle East started



BUILDING COMMUNITIES THROUGH FOOD

Communities with diverse F&B offerings see 22% higher resident satisfaction rates
Urban Land Institute, 2023

F&B fulfils the needs of "third places" which have been growing in demand



Eataly World - Bologna, Italy



V&A Food Market - Cape Town

"Food markets are becoming the heartbeat of African cities, connecting urban dwellers with local producers and creating sustainable food systems."

Ndidi Nwuneli, ONE

FROM FOOD COURTS TO CULINARY DESTINATIONS



Time Out Market - Cape Town

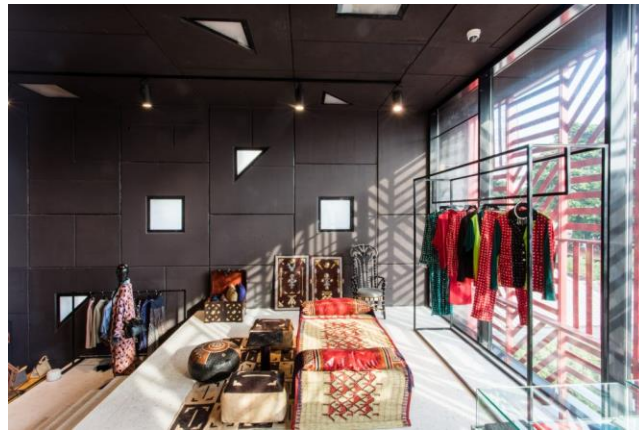


NOK by Alara - Nigeria

Time Out Market now in **9 cities** with 7 more coming soon

"The future of retail in Africa is experiential. F&B is not just complementary; it's a core driver of foot traffic and engagement."
Reni Folawiy, Founder Alara

Concept stores now integrating high-end retail and dining



Alara Concept Store - Nigeria

DRIVING THE SUSTAINABILITY AGENDA



Up to 30%
reduction in food
waste through
sustainability
practices

World Resources Institute, 2023

"Urban
population in
Africa
expected to
triple by 2050"



Silo - London



The Test Kitchen - Cape Town

94%

Of consumers say supporting
ESG "Brands" is as
important or more important
now
than 12 months ago

TECH-ENABLED DINING EXPERIENCES & GAMIFICATION



Inamo - London



Flight Club



Gucci

39%

Of UK population has visited a competitive socialising venue

58%

of restaurant guests believe technology increases convenience

National Restaurant Association, 2023

\$3bn

To be gained per year to the restaurant industry by switching traditional restaurants to including competitive leisure in some form

IMMERSION



Outernet, London

- Experiential
- Dinnertainment
- Escapism
- IRL Escapism
- Nostalgia



Big Mamma Group

Gen Z is the most nostalgic generation and **15%** said they'd rather think about the past instead of the future.

Nostalgia is trending – luxury resale market is surging: it was worth **\$25 - \$30 billion** in 2020 and is expected to grow by 10 - 15% every year for a decade,



Magic Planet, Two Rivers Mall, Nairobi



Van Gogh The Immersive Experience - Frameless

CREATING FLEXIBLE SPACES

Retail, Dining & Entertainment

Westfield predict 2025 to be the 'experience tipping point' when experiences take over **50%** of retail space



Pizzeria San Marco - Amsterdam



Prada Café - Harrods



Arket



Mojo Market - Cape Town

F&B AS AN ECONOMIC DRIVER

Every \$1m
in restaurant sales
generates an
additional \$1.7m
in sales for the local
economy

National Restaurant Association

“Urgent need to address
the skills gap. Not just
technical skills, but soft
skills and digital literacy,
which are increasingly
important.”

African Development Bank, 2023

Travel & Tourism Sector
Across Africa Expected to
Create **14 Million New Jobs**
Within the Next Decade

The Old Biscuit Mill
transformed Woodstock
from an industrial
wasteland into a thriving
creative district, boosting
local businesses, creating
jobs and tourism



The Old Biscuit Mill, Cape Town



The Future Outlook



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GEN A



GEN Z



CONCIOUS CONSUMERISM

Africa youngest population globally, **median age of 19.7**

As Africa's middle class grows, we're seeing a shift in consumer behavior towards more ethical and sustainable product

The youth in Africa are becoming increasingly aware of the impact their consumption choices have on the environment and society.

31% of the African population are Gen Z, a total of **428.5m** individuals



EMERGING AS A CULTURAL POWERHOUSE

African creative economy growth **\$804.2 billion** by 2030



Burna Boy, Musician

West African food represented the **top trending cuisine in 2023**, rising 72% year-over-year.



Thebe Magugu, Designer



Alkebulan African Dining Hall

CELEBRATING AUTHENTICITY

Hungry for concepts that reflect our culture & identity to **spend money & time locally**

"The future of F&B in African real estate lies in blending global trends with local flavors and traditions."

Ozoz Sokoh, @kitchenbutterfly

Culinary tourism focusing on authentic African experiences grew by **45%** 2020 to 2024.

World Travel & Tourism Council, 2024



Alkebulan African Dining Hall



Q Coffee



Chef Glory Kabe

CLIMATE FREE SPACES

Extreme Weather
 the most likely &
 second most impactful
 risk
 World Economic Forum 2022



Appolonia City, Ghana



New Capital, Egypt

The New Capital – Central
 Park development in
 Egypt improving quality of
 living with a
10 km urban oasis

AFRICA - A MARKET ON THE RISE



2nd Fastest Growing Tourism Region



"Africa's F&B market expected to reach \$1 trillion by 2030"
Africa Development Bank

McKinsey claim "The African F&B sector is not just growing; it's evolving, creating unprecedented opportunities for innovative real estate developments."

KEY TAKEAWAYS

F&B brings communities together, plus:

- Increased property value
- Risk diversification
- Urban regeneration
- Activate redundant assets
- Job creation
- Tourism boost

Consider:

- Younger generation
- Sustainable practices
- Developing our talent
- Cultural preservation



**“FOOD BRINGS PEOPLE TOGETHER.
IN REAL ESTATE, IT'S THE GLUE THAT BINDS
COMMUNITIES AND ENSURES THE
LONGEVITY OF MIXED-USE
DEVELOPMENTS.”**

Anthony Buono, CBRE



DEMAND FOR SUSTAINABILITY
AND INCLUSIVITY GROWS



Download the full
Trends Report PDF here



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Thank You



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