

Cloud Kitchen Market by Type (Independent Cloud Kitchen, Commissary/Shared kitchen, and KitchenPods), Product Type (Burger/Sandwich, Pizza/Pasta, Chicken, Seafood, Mexican/Asian Food and Others) and Nature (Franchised and Standalone): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

The global kitchen market size was valued at \$43.1billion in 2019, and is estimated to reach \$71.4billion by 2027 with a CAGR of 12.0% from 2021 to 2027. Cloud kitchens are delivery-only kitchens which can be owned by a brand or third party working with various brands. Brands which are using cloud kitchens can also operate virtual restaurant or brick-and-mortar restaurant. Moreover, on the flip side brick-and-mortar restaurants are using separate cloud kitchen to provide more efficient delivery. Furthermore, rise in utilization of independent cloud kitchens by grocery stores, restaurant brands and multi-branded restaurants have augmented the growth of the cloud kitchen market. In addition, Kroger has partnered with food delivery service ClusterTruck to launch multiple independent cloud kitchen that serve up meal delivery from central kitchens. Moreover, hectic work schedule of millennial and Gen Z along with increase in demand for international cuisines such as Korean Tacos, Butter Chicken Dosa, Ramen Burgers and others, is boosting the growth of cloud kitchen market.

There has been an increase in number of users on various social media sites with rise in internet penetration. Considering this, most of the key players in the cloud kitchen market strategize on promoting their products and services on these social media platforms. Social media marketing is one of the major strategies adopted by various

companies and industries to promote their product offerings. Thus, rise in use of social media marketing is anticipated to provide lucrative opportunity for the growth of the cloud kitchen market and eventually increase its customers. However, the increase in number of fine dining and quick service restaurants such as Subway, McDonald, Starbucks, KFC, Pizza Hut, Restaurant Brands International, and Dunkin Donut, are one of the major factors that hampers the growth of the cloud kitchen market. In addition, this quick service restaurant have a global presence along with high amount of liquidity owing to which smaller cloud kitchen are unable to compete with this giants. Moreover, these giant quick service restaurants have large product offering, world class infrastructure along with best food delivery services, which attracts consumers. And hence, it affects the survival of cloud kitchen in the market.

The cloud kitchen market is segmented into type, product type, nature, and region. By type, the market is categorized into kitchen, commissary/shared kitchen, and kitchenpods. By product type, it is categorized into burger/sandwich, pizza/pasta, chicken, seafood, Mexican/Asian food and others. By nature, it is bifurcated into franchised and standalone. By region, it is analyzed across North America (U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia & New Zealand, ASEAN and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa)

The key players operating in the cloud kitchen industry include Kitchen United, Rebel Foods, DoorDash Kitchen, Zuul Kitchen, Keatz, Kitopi, Ghost Kitchen Orlando, Dahmakan, Starbucks (Star Kitchen) and Cloud Kitchen.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the cloud kitchen market analysis from 2019 to 2027 to identify the prevailing cloud kitchen market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the cloud kitchen market segmentation assists to determine

the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market industry.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global cloud kitchen market trends, key players, market segments, application areas, and market growth strategies.

KEY MARKET SEGMENTS

By Type

Independent Cloud Kitchen

Commissary/Shared Kitchen

KitchenPods

By Product Type

Burger/Sandwich

Pizza/Pasta

Chicken

Seafood

Mexican/Asian Food

Others

By Nature

Franchised

Standalone

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia & New Zealand

ASEAN

Rest of Asia-pacific

LAMEA

Latin America

Middle East

Africa

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segment
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key findings of the study
 - 2.1.1. Top impacting factors
 - 2.1.2. Top investment pockets
- 2.1. CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Porter's five forces analysis
- 3.3. Top player positioning
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Raising demand for online food delivery
 - 3.4.1.2. Increase in demand for international cuisine
 - 3.4.1.3. Tech-savvy ordering system
 - 3.4.1.4. Fast paced lifestyle of consumers looking out for convenient food products
 - 3.4.2. Restraint
 - 3.4.2.1. Increase in health issues due to consumption of fast food
 - 3.4.2.2. Competition from fine dining and quick service restaurant (QSRs)
 - 3.4.3. Opportunity
 - 3.4.3.1. Internet penetration
 - 3.4.3.2. Rise of social media marketing

CHAPTER 4: GLOBAL CLOUD KITCHEN, BY TYPE

- 4.1.Overview
 - 4.1.1.Market size and forecast
- 4.2.Independent cloud Kitchen
 - 4.2.1.Key market trends, growth factors and opportunities
 - 4.2.2.Market size and forecast
 - 4.2.3.Market analysis by country
- 4.3.Commissary/shared kitchen
 - 4.3.1.Key market trends, growth factors and opportunities
 - 4.3.2.Market size and forecast
 - 4.3.3.Market analysis by country
- 4.4.KitchenPods
 - 4.4.1.Key market trends, growth factors and opportunities
 - 4.4.2.Market size and forecast
 - 4.4.3.Market analysis by country

CHAPTER 5: GLOBAL CLOUD KITCHEN, BY PRODUCT TYPE

- 5.1.Overview
 - 5.1.1.Market size and forecast
- 5.2.Burger/Sandwich
 - 5.2.1.Key market trends, growth factors and opportunities
 - 5.2.2.Market size and forecast
 - 5.2.3.Market analysis by country
- 5.3.Pizza/Pasta
 - 5.3.1.Key market trends, growth factors and opportunities
 - 5.3.2.Market size and forecast
 - 5.3.3.Market analysis by country
- 5.4.Chicken
 - 5.4.1.Key market trends, growth factors and opportunities
 - 5.4.2.Market size and forecast
 - 5.4.3.Market analysis by country
- 5.5.Seafood
 - 5.5.1.Key market trends, growth factors and opportunities
 - 5.5.2.Market size and forecast
 - 5.5.3.Market analysis by country
- 5.6.Mexican/Asian food
 - 5.6.1.Key market trends, growth factors and opportunities
 - 5.6.2.Market size and forecast
 - 5.6.3.Market analysis by country

5.7.Others

- 5.7.1.Key market trends, growth factors and opportunities
- 5.7.2.Market size and forecast
- 5.7.3.Market analysis by country

CHAPTER 6: GLOBAL CLOUD KITCHEN, BY NATURE

6.1.Overview

- 6.1.1.Market size and forecast

6.2.Franchised

- 6.2.1.Key market trends, growth factors and opportunities
- 6.2.2.Market size and forecast
- 6.2.3.Market analysis by country

6.3.Standalone

- 6.3.1.Key market trends, growth factors and opportunities
- 6.3.2.Market size and forecast
- 6.3.3.Market analysis by country

CHAPTER 7: CLOUD KITCHEN, BY REGION

7.1.Overview

- 7.1.1.Market size and forecast, by region

7.2.North America

- 7.2.1.Key market trends, growth factors, and opportunities
- 7.2.2.Market size and forecast by type
- 7.2.3.Market size and forecast by product type
- 7.2.4.Market size and forecast by nature
- 7.2.5.Market analysis by country
 - 7.2.5.1.U.S.
 - 7.2.5.1.1.Market size and forecast by type
 - 7.2.5.1.2.Market size and forecast by product type
 - 7.2.5.1.3.Market size and forecast by nature
 - 7.2.5.2.CANADA
 - 7.2.5.2.1.Market size and forecast by type
 - 7.2.5.2.2.Market size and forecast by product type
 - 7.2.5.2.3.Market size and forecast by nature
 - 7.2.5.3.Mexico
 - 7.2.5.3.1.Market size and forecast by type
 - 7.2.5.3.2.Market size and forecast by product type

7.2.5.3.3. Market size and forecast by nature

7.3. Europe

7.3.1. Key market trends, growth factors, and opportunities

7.3.2. Market size and forecast by type

7.3.3. Market size and forecast by product type

7.3.4. Market size and forecast by nature

7.3.5. Market analysis by country

7.3.5.1. UK

7.3.5.1.1. Market size and forecast by type

7.3.5.1.2. Market size and forecast by product type

7.3.5.1.3. Market size and forecast by nature

7.3.5.2. GERMANY

7.3.5.2.1. Market size and forecast by type

7.3.5.2.2. Market size and forecast by product type

7.3.5.2.3. Market size and forecast by nature

7.3.5.3. FRANCE

7.3.5.3.1. Market size and forecast by type

7.3.5.3.2. Market size and forecast by product type

7.3.5.3.3. Market size and forecast by nature

7.3.5.4. ITALY

7.3.5.4.1. Market size and forecast by type

7.3.5.4.2. Market size and forecast by product type

7.3.5.4.3. Market size and forecast by nature

7.3.5.5. SPAIN

7.3.5.5.1. Market size and forecast by type

7.3.5.5.2. Market size and forecast by product type

7.3.5.5.3. Market size and forecast by nature

7.3.5.6. REST OF EUROPE

7.3.5.6.1. Market size and forecast by type

7.3.5.6.2. Market size and forecast by product type

7.3.5.6.3. Market size and forecast by nature

7.4. Asia-Pacific

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast by type

7.4.3. Market size and forecast by product type

7.4.4. Market size and forecast by nature

7.4.5. Market analysis by country

7.4.5.1. CHINA

7.4.5.1.1. Market size and forecast by type

7.4.5.1.2. Market size and forecast by product type

7.4.5.1.3. Market size and forecast by nature

7.4.5.2. JAPAN

7.4.5.2.1. Market size and forecast by type

7.4.5.2.2. Market size and forecast by product type

7.4.5.2.3. Market size and forecast by nature

7.4.5.3. INDIA

7.4.5.3.1. Market size and forecast by type

7.4.5.3.2. Market size and forecast by product type

7.4.5.3.3. Market size and forecast by nature

7.4.5.4. AUSTRALIA & NEW ZEALAND

7.4.5.4.1. Market size and forecast by type

7.4.5.4.2. Market size and forecast by product type

7.4.5.4.3. Market size and forecast by nature

7.4.5.5. ASEAN

7.4.5.5.1. Market size and forecast by type

7.4.5.5.2. Market size and forecast by product type

7.4.5.5.3. Market size and forecast by nature

7.4.5.6. REST OF ASIA-PACIFIC

7.4.5.6.1. Market size and forecast by type

7.4.5.6.2. Market size and forecast by product type

7.4.5.6.3. Market size and forecast by nature

7.5. LAMEA

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast by type

7.5.3. Market size and forecast by product type

7.5.4. Market size and forecast by nature

7.5.5. Market analysis by country

7.5.5.1. LATIN AMERICA

7.5.5.1.1. Market size and forecast by type

7.5.5.1.2. Market size and forecast by product type

7.5.5.1.3. Market size and forecast by nature

7.5.5.2. MIDDLE EAST

7.5.5.2.1. Market size and forecast by type

7.5.5.2.2. Market size and forecast by product type

7.5.5.2.3. Market size and forecast by nature

7.5.5.3. AFRICA

7.5.5.3.1. Market size and forecast by type

7.5.5.3.2. Market size and forecast by product type

7.5.5.3.3. Market size and forecast by nature

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Product Mapping

8.2. Competitive Dashboard

8.3. Competitive Heatmap

CHAPTER 9: COMPANY PROFILES

9.1. KITCHEN UNITED

9.1.1. Company overview

9.1.2. Key Executives

9.1.3. Company snapshot

9.1.4. Operating business segments

9.1.5. Product portfolio

9.1.6. R&D Expenditure

9.1.7. Business performance

9.1.8. Key strategic moves and developments

9.2. Rebel Foods

9.2.1. Company overview

9.2.2. Key Executives

9.2.3. Company snapshot

9.2.4. Operating business segments

9.2.5. Product portfolio

9.2.6. R&D Expenditure

9.2.7. Business performance

9.3. DOORDASH KITCHEN

9.3.1. Company overview

9.3.2. Key Executives

9.3.3. Company snapshot

9.3.4. Operating business segments

9.3.5. Product portfolio

9.3.6. R&D Expenditure

9.3.7. Business performance

9.4. ZUUL KITCHEN

9.4.1. Company overview

9.4.2. Key Executives

9.4.3. Company snapshot

- 9.4.4.Product portfolio
- 9.4.5.Key strategic moves and developments
- 9.5.KEATZ
 - 9.5.1.Company overview
 - 9.5.2.Key Executives
 - 9.5.3.Company snapshot
 - 9.5.4.Operating business segments
 - 9.5.5.Product portfolio
 - 9.5.6.R&D Expenditure
 - 9.5.7.Business performance
- 9.6.Kitopi
 - 9.6.1.Company overview
 - 9.6.2.Key Executives
 - 9.6.3.Company snapshot
 - 9.6.4.Product portfolio
 - 9.6.5.Business performance
- 9.7.GHOST KITCHEN ORLANDO
 - 9.7.1.Company overview
 - 9.7.2.Key Executives
 - 9.7.3.Company snapshot
 - 9.7.4.Operating business segments
 - 9.7.5.Product portfolio
 - 9.7.6.R&D Expenditure
 - 9.7.7.Business performance
- 9.8.DAHMAKAN
 - 9.8.1.Company overview
 - 9.8.2.Key Executives
 - 9.8.3.Company snapshot
 - 9.8.4.Operating business segments
 - 9.8.5.Product portfolio
 - 9.8.6.R&D Expenditure
 - 9.8.7.Business performance
- 9.9.STARBUCKS (STAR KITCHEN)
 - 9.9.1.Company overview
 - 9.9.2.Key executive
 - 9.9.3.Company snapshot
 - 9.9.4.Operating business segments
 - 9.9.5.Product portfolio
 - 9.9.6.R&D expenditure

- 9.9.7. Business performance
- 9.10. CLOUD KITCHEN
 - 9.10.1. Company overview
 - 9.10.2. Key Executives
 - 9.10.3. Company snapshot
 - 9.10.4. Product portfolio
 - 9.10.5. R&D Expenditure
 - 9.10.6. Business performance

List Of Tables

LIST OF TABLES

- TABLE 01.GLOBAL CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 02.CLOUD KITCHEN REVENUE FOR INDEPENDENT CLOUD KITCHEN, BY REGION, 2019–2027 (\$MILLION)
- TABLE 03.CLOUD KITCHEN REVENUE FOR COMMISSARY/SHARED KITCHEN, BY REGION, 2019–2027 (\$MILLION)
- TABLE 04.CLOUD KITCHEN REVENUE FOR KITCHENPODS, BY REGION, 2019–2027 (\$MILLION)
- TABLE 05.GLOBAL CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 06.CLOUD KITCHEN MARKET REVENUE FOR BURGER/SANDWICH, BY REGION, 2019–2027 (\$MILLION)
- TABLE 07.CLOUD KITCHEN MARKET REVENUE FOR PIZZA/PASTA, BY REGION, 2019–2027 (\$MILLION)
- TABLE 08.CLOUD KITCHEN MARKET REVENUE FOR CHICKEN, BY REGION, 2019–2027 (\$MILLION)
- TABLE 09.CLOUD KITCHEN MARKET REVENUE FOR SEAFOOD, BY REGION, 2019–2027 (\$MILLION)
- TABLE 10.CLOUD KITCHEN MARKET REVENUE FOR MEXICAN/ASIAN FOOD, BY REGION, 2019–2027 (\$MILLION)
- TABLE 11.CLOUD KITCHEN MARKET REVENUE FOR OTHERS, BY REGION, 2019–2027 (\$MILLION)
- TABLE 12.GLOBAL CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 13.CLOUD KITCHEN REVENUE FOR FRANCHISED, BY REGION, 2019–2027 (\$MILLION)
- TABLE 14.CLOUD KITCHEN REVENUE FOR STANDALONE , BY REGION, 2019–2027 (\$MILLION)
- TABLE 15.CLOUD KITCHEN REVENUE, BY REGION, 2019–2027 (\$MILLION)
- TABLE 16.NORTH AMERICA CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 17.NORTH AMERICA CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 18.NORTH AMERICA CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 19.NORTH AMERICA CLOUD KITCHEN, BY COUNTRY, 2019–2027

(\$MILLION)

TABLE 20.U.S CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 21.U.S CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 22.U.S CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 23.CANADA CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 24.CANADA CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 25.CANADA CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 26.MEXICO CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 27.MEXICO CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 28.MEXICO CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 29.EUROPE CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 30.EUROPE CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 31.EUROPE CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 32.EUROPE CLOUD KITCHEN, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 33.UK CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 34.UK CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 35.UK CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 36.GERMANY CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 37.GERMANY CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 38.GERMANY CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 39.FRANCE CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 40.FRANCE CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 41.FRANCE CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 42.ITALY CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 43.ITALY CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

- TABLE 44.ITALY CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 45.SPAIN CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 46.SPAIN CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 47.SPAIN CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 48.REST OF EUROPE CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 49.REST OF EUROPE CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 50.REST OF EUROPE CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 51.ASIA-PACIFIC CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 52.ASIA-PACIFIC CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 53.ASIA-PACIFIC CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 54.ASIA-PACIFIC CLOUD KITCHEN, BY COUNTRY, 2019–2027 (\$MILLION)
- TABLE 55.CHINA CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 56.CHINA CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 57.CHINA CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 58.JAPAN CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 59.JAPAN CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 60.JAPAN CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 61.INDIA CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 62.INDIA CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 63.INDIA CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 64.AUSTRALIA & NEW ZEALAND CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 65.AUSTRALIA & NEW ZEALAND CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 66.AUSTRALIA & NEW ZEALAND CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027 (\$MILLION)
- TABLE 67.ASEAN CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 68.ASEAN CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 69.ASEAN CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027
(\$MILLION)

TABLE 70.REST OF ASIA-PACIFIC CLOUD KITCHEN REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 71.REST OF ASIA-PACIFIC CLOUD KITCHEN REVENUE, BY PRODUCT
TYPE, 2019–2027 (\$MILLION)

TABLE 72.REST OF ASIA-PACIFIC CLOUD KITCHEN REVENUE, BY NATURE,
2019–2027 (\$MILLION)

TABLE 73.LAMEA CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 74.LAMEA CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027
(\$MILLION)

TABLE 75.LAMEA CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027
(\$MILLION)

TABLE 76.LAMEA CLOUD KITCHEN, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 77.LATIN AMERICA CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027
(\$MILLION)

TABLE 78.LATIN AMERICA CLOUD KITCHEN REVENUE, BY PRODUCT TYPE,
2019–2027 (\$MILLION)

TABLE 79.LATIN AMERICA CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027
(\$MILLION)

TABLE 80.MIDDLE EAST CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027
(\$MILLION)

TABLE 81.MIDDLE EAST CLOUD KITCHEN REVENUE, BY PRODUCT TYPE,
2019–2027 (\$MILLION)

TABLE 82.MIDDLE EAST CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027
(\$MILLION)

TABLE 83.AFRICA CLOUD KITCHEN REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 84.AFRICA CLOUD KITCHEN REVENUE, BY PRODUCT TYPE, 2019–2027
(\$MILLION)

TABLE 85.AFRICA CLOUD KITCHEN REVENUE, BY NATURE, 2019–2027
(\$MILLION)

TABLE 86.KITCHEN UNITED: KEY EXECUTIVES

TABLE 87.KITCHEN UNITED: COMPANY SNAPSHOT

TABLE 88.KITCHEN UNITED: OPERATING SEGMENTS

TABLE 89.KITCHEN UNITED: PRODUCT PORTFOLIO

TABLE 90.KITCHEN UNITED: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 91.KITCHEN UNITED: NET SALES, 2016–2018 (\$MILLION)

TABLE 92.REBEL FOODS: KEY EXECUTIVES

TABLE 93.REBEL FOODS: COMPANY SNAPSHOT

TABLE 94.REBEL FOODS: OPERATING SEGMENTS

TABLE 95.REBEL FOODS: PRODUCT PORTFOLIO

TABLE 96.REBEL FOODS: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 97.REBEL FOODS: NET SALES, 2016–2018 (\$MILLION)

TABLE 98.DOORDASH KITCHEN: KEY EXECUTIVES

TABLE 99.DOORDASH KITCHEN: COMPANY SNAPSHOT

TABLE 100.DOORDASH KITCHEN: OPERATING SEGMENTS

TABLE 101.DOORDASH KITCHEN: PRODUCT PORTFOLIO

TABLE 102.DOORDASH KITCHEN: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 103.DOORDASH KITCHEN: NET SALES, 2016–2018 (\$MILLION)

TABLE 104.ZUUL KITCHEN: KEY EXECUTIVES

TABLE 105.ZUUL KITCHEN: COMPANY SNAPSHOT

TABLE 106.ZUUL KITCHEN: PRODUCT PORTFOLIO

TABLE 107.KEATZ: KEY EXECUTIVES

TABLE 108.KEATZ: COMPANY SNAPSHOT

TABLE 109.KEATZ: OPERATING SEGMENTS

TABLE 110.KEATZ: PRODUCT PORTFOLIO

TABLE 111.KEATZ: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 112.KEATZ: NET SALES, 2016–2018 (\$MILLION)

TABLE 113.KITOPi: KEY EXECUTIVES

TABLE 114.KITOPi: COMPANY SNAPSHOT

TABLE 115.KITOPi: PRODUCT PORTFOLIO

TABLE 116.KITOPi: NET SALES, 2016–2018 (\$MILLION)

TABLE 117.GHOST KITCHEN ORLANDO: KEY EXECUTIVES

TABLE 118.GHOST KITCHEN ORLANDO: COMPANY SNAPSHOT

TABLE 119.GHOST KITCHEN ORLANDO: OPERATING SEGMENTS

TABLE 120.GHOST KITCHEN ORLANDO: PRODUCT PORTFOLIO

TABLE 121.GHOST KITCHEN ORLANDO: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 122.GHOST KITCHEN ORLANDO: NET SALES, 2016–2018 (\$MILLION)

TABLE 123.DAHMAKAN: KEY EXECUTIVES

TABLE 124.DAHMAKAN: COMPANY SNAPSHOT

TABLE 125.DAHMAKAN: OPERATING SEGMENTS

TABLE 126.DAHMAKAN: PRODUCT PORTFOLIO

TABLE 127.DAHMAKAN: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 128.DAHMAKAN,: NET SALES, 2016–2018 (\$MILLION)

TABLE 129.STARBUCKS (STAR KITCHEN): KEY EXECUTIVES

TABLE 130.STARBUCKS (STAR KITCHEN): COMPANY SNAPSHOT

TABLE 131.STARBUCKS (STAR KITCHEN): OPERATING SEGMENTS

TABLE 132.STARBUCKS (STAR KITCHEN): PRODUCT PORTFOLIO

TABLE 133.STARBUCKS (STAR KITCHEN): R&D EXPENDITURE, 2016–2018
(\$MILLION)

TABLE 134.STARBUCKS (STAR KITCHEN): NET SALES, 2016–2018 (\$MILLION)

TABLE 135.CLOUD KITCHEN: KEY EXECUTIVES

TABLE 136.CLOUD KITCHEN: COMPANY SNAPSHOT

TABLE 137.CLOUD KITCHEN: PRODUCT PORTFOLIO

TABLE 138.CLOUD KITCHEN: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 139.CLOUD KITCHEN: NET SALES, 2016–2018 (\$MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.TOP IMPACTING FACTORS

FIGURE 04.TOP INVESTMENT POCKETS

FIGURE 05.MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 06.LOW THREAT OF NEW ENTRANTS

FIGURE 07.MODERATE THREAT OF SUBSTITUTES

FIGURE 08.HIGH INTENSITY OF RIVALRY

FIGURE 09.MODERATE BARGAINING POWER OF BUYERS

FIGURE 10.TOP PLAYER POSITIONING, 2018

FIGURE 11.GLOBAL CLOUD KITCHEN: DRIVERS, RESTRAINTS, AND OPPORTUNITIES

FIGURE 12.GLOBAL CLOUD KITCHEN, BY TYPE, 2019 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS FOR CLOUD KITCHEN REVENUE FOR INDEPENDENT CLOUD KITCHEN, BY COUNTRY, 2019 & 2027 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS FOR CLOUD KITCHEN REVENUE FOR COMMISSARY/SHARED KITCHEN, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS FOR CLOUD KITCHEN REVENUE FOR KITCHENPODS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.GLOBAL CLOUD KITCHEN, BY PRODUCT TYPE, 2019 (%)

FIGURE 17.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR BURGER/SANDWICH, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR PIZZA/PASTA, BY COUNTRY, 2019 & 2027 (%)

FIGURE 19.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR CHICKEN, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR SEAFOOD, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR MEXICAN/ASIAN FOOD, BY COUNTRY, 2019 & 2027 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 23.GLOBAL CLOUD KITCHEN, BY NATURE, 2019 (%)

FIGURE 24.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR FRANCHISED, BY COUNTRY, 2019 & 2027 (%)

- FIGURE 25.COMPARATIVE SHARE ANALYSIS FOR GLOBAL CLOUD KITCHEN REVENUE FOR STANDALONE, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 26.GLOBAL CLOUD KITCHEN, BY REGION, 2019 (%)
- FIGURE 27.U.S CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 28.CANADA CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 29.MEXICO CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 30.UK CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 31.GERMANY CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 32.FRANCE CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 33.ITALY CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 34.SPAIN CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 35.REST OF EUROPE CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 36.CHINA CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 37.JAPAN CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 38.INDIA CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 39.AUSTRALIA & NEW ZEALAND CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 40.ASEAN CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 41.REST OF ASIA-PACIFIC CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 42.LATIN AMERICA CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 43.MIDDLE EAST CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 44.AFRICA CLOUD KITCHEN, 2019–2027 (\$MILLION)
- FIGURE 45.PRODUCT MAPPING OF TOP 10 KEY PLAYERS
- FIGURE 46.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS
- FIGURE 47.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS
- FIGURE 48.KITCHEN UNITED: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 49.KITCHEN UNITED: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 50.KITCHEN UNITED: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 51.KITCHEN UNITED: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 52.REBEL FOODS: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 53.REBEL FOODS: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 54.REBEL FOODS: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 55.REBEL FOODS: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 56.DOORDASH KITCHEN: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 57.DOORDASH KITCHEN: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 58.DOORDASH KITCHEN: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 59.DOORDASH KITCHEN: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 60.KEATZ: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 61.KEATZ: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 62.KEATZ: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 63.KEATZ: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 64.KITOPi: NET SALES, 2016–2018 (\$MILLION)

FIGURE 65.GHOST KITCHEN ORLANDO: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 66.GHOST KITCHEN ORLANDO: NET SALES, 2016–2018 (\$MILLION)

FIGURE 67.GHOST KITCHEN ORLANDO: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 68.GHOST KITCHEN ORLANDO: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 69.DAHMAKAN: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 70.DAHMAKAN,: NET SALES, 2016–2018 (\$MILLION)

FIGURE 71.DAHMAKAN.: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 72.DAHMAKAN.: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 73.STARBUCKS (STAR KITCHEN): R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 74.STARBUCKS (STAR KITCHEN): NET SALES, 2016–2018 (\$MILLION)

FIGURE 75.STARBUCKS (STAR KITCHEN): REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 76.STARBUCKS (STAR KITCHEN): REVENUE SHARE BY REGION, 2018 (%)

FIGURE 77.CLOUD KITCHEN: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 78.CLOUD KITCHEN: NET SALES, 2016–2018 (\$MILLION)

FIGURE 79.CLOUD KITCHEN: REVENUE SHARE BY PRODUCT CATEGORY, 2018 (%)

FIGURE 80.CLOUD KITCHEN: REVENUE SHARE BY REGION, 2018 (%)

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