

# Global Takeaway Food Delivery Market: Trends & Opportunities (2015 Edition)

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## Abstracts

### Scope of the Report

The report titled “Global Takeaway Food Delivery Market: Trends and Opportunities (2015 Edition) analyzes the significant trends and potential opportunities in the global takeaway food delivery market. The market size and forecast in terms of US\$ for global takeaway market has been provided for the period 2015 to 2019, considering 2014 as base year. The report also provides the compound annual growth rate (% CAGR) for the forecasted period 2015 to 2019. Over the next five years, global food takeaway market revenue by is forecasted to grow due to increased spending power of consumers, rising emerging economies and recovery of GDP of developing countries.

The report also provides an analysis of consumer behavior on the basis of how many times consumers placed an order, spending nature of customer on per food delivery and the percentage share of restaurants of total food spend.

The report provides the detailed analysis of ten countries with their actual and forecasted market size. The US is the largest market for takeaway food delivery market with highest revenue. The UK is the largest takeaway food delivery market within European region and second largest in the world. The report also provides the detailed description of the US food takeaway market on the basis of revenue, net food sales and online market penetration.

The report also provides a detailed comparison of key market players of food takeaway market. GrubHub is the market leader with highest revenue earned in the fiscal 2014 with highest number of restaurants in comparison to other key market players like Just Eat, Delivery.com, and Fodler.com etc.

Furthermore, the report also profiles key market players such as GrubHub, Just Eat Inc, Foodpanda and Delivery Hero and Hungryhouse on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

## **Country Coverage**

The US

UK

Spain

France

Italy

Netherlands

Denmark

Norway

Switzerland

Brazil

## **Company Coverage**

GrubHub Holding Inc

Just Eat Plc. (JE)

Foodpanda

Delivery Hero and Hungryhouse

## Executive Summary

Food is an essential, social and enjoyable aspect of everyday life. However, there is often little time to cook at home or dine out. In addition, diners are increasingly looking for a broader and more diversified choice of cuisines and menu items. Food takeaway market facilitates customer with a wide variety of options at any place at any point of time. Consumers have many choices for takeaway food, including online takeaway food aggregator portals, independent restaurants and restaurant chains offering online ordering services, as well as local restaurants offering telephone-based and walk-in takeaway food services.

The online purchase of takeaway food is growing continuously with upward market trends. There is large number of companies that provide online food ordering services and feature attractive menus on their web portals that allowed consumers to place orders with restaurants and food chains at their supreme convenience. Introduction of these online platforms benefit both restaurants as well as diners. Traditional telephone based ordering has taken over by online platforms which facilitates consumer with wide variety of choices, ratings and reviews including payment by credit or debit card and provide more efficient consumer experience.

The major factors driving the growth of industry are increase in urban population, rising demand from emerging markets, increased spending power of consumers etc. But takeaway market is also facing some challenges like stricter food safety regulations, seasonal demands, and change in internet regulations etc. which create hurdles for the growth of market. Recent market trends in global food takeaway market are increased use of online media for ordering, industry consolidations through mergers and acquisitions, increase in commission rates by market players etc.

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