

China Online Food Delivery Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The China online food delivery market size reached US\$ 66.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 129.6 Billion by 2028, exhibiting a growth rate (CAGR) of 11.5% during 2023-2028.

The country currently represents the world's biggest online food delivery market. China's strong economic growth, changing lifestyles and increasing penetration of internet and smartphones are some of the key drivers of this market. Moreover, China's large young population, who constitutes the majority of the consumer base has further facilitated this growth. Urban dwellers, who lead a hectic lifestyle, tend to order food online more frequently than others.

Some of the major online food-delivery companies in China include Ele.me, Meituan Dianping, ENJOY, Daojia, Home-cook, etc. The market however is mainly dominated by two players Meituan Dianping, supported by the internet giant Tencent, and Ele.me, backed by Alibaba. Key players in the country are now focusing on expanding their operations into smaller cities, which have a strong growth potential as they are less developed markets than big cities such as Beijing and Shanghai. Players are also expanding their product offerings and targeting non-peak eating times such as afternoon tea or late-night snacks.

IMARC Group's latest report provides a deep insight into the China online food delivery market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants,

business strategists, and all those who have any kind of stake or are planning to foray into the China online food delivery market in any manner.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the China online food delivery market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on platform type, business model and payment method.

Breakup by Platform Type:

- Mobile Applications
- Websites

Breakup by Business Model:

- Order Focussed Food Delivery System
- Logistics Based Food Delivery System
- Full Service Food Delivery System

Breakup by Payment Method:

- Online
- Cash on Delivery

Breakup by Region:

- Guangdong
- Jiangsu
- Shandong
- Zhejiang
- Henan
- Others

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

PESTEL Analysis

Government Regulations

Competitive Landscape:

Ele.me

Meituan Dianping

ENJOY

Daojia

Home-cook

Key Questions Answered in This Report

1. What was the size of the China online food delivery market in 2022?
2. What is the expected growth rate of the China online food delivery market during 2023-2028?
3. What are the key factors driving the China online food delivery market?
4. What has been the impact of COVID-19 on the China online food delivery market?
5. What is the breakup of the China online food delivery market based on the platform type?
6. What is the breakup of the China online food delivery market based on the business model?
7. What is the breakup of the China online food delivery market based on the payment method?
8. What are the key regions in the China online food delivery market?
9. Who are the key players/companies in the China online food delivery market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 CHINA ONLINE FOOD DELIVERY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Platform Type
- 5.5 Market Breakup by Business Model
- 5.6 Market Breakup by Payment Method
- 5.7 Market Breakup by Region
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses
 - 5.9.4 Opportunities
 - 5.9.5 Threats

- 5.10 Value Chain Analysis
- 5.11 Porters Five Forces Analysis
 - 5.11.1 Overview
 - 5.11.2 Bargaining Power of Buyers
 - 5.11.3 Bargaining Power of Suppliers
 - 5.11.4 Degree of Competition
 - 5.11.5 Threat of New Entrants
 - 5.11.6 Threat of Substitutes
- 5.12 PESTEL Analysis
 - 5.12.1 Political
 - 5.12.2 Economic
 - 5.12.3 Social
 - 5.12.4 Legal
 - 5.12.5 Environmental
 - 5.12.6 Technological
- 5.13 Price Analysis
 - 5.13.1 Price Indicators
 - 5.13.2 Price Structure
 - 5.13.3 Margin Analysis

6 MARKET BREAKUP BY PLATFORM TYPE

- 6.1 Mobile Applications
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Websites
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY BUSINESS MODEL

- 7.1 Order Focussed Food Delivery System
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Logistics Based Food Delivery System
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Full Service Food Delivery System
 - 7.3.1 Market Trends

7.3.2 Market Forecast

8 MARKET BREAKUP BY PAYMENT METHOD

8.1 Online

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Cash on Delivery

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 Guangdong

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Jiangsu

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Shandong

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Zhejiang

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Henan

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Others

9.6.1 Market Trends

9.6.2 Market Forecast

10 GOVERNMENT REGULATIONS

11 STRATEGIC RECOMMENDATIONS

12 COMPETITIVE LANDSCAPE

12.1 Market Structure

12.2 Key Players

12.3 Profiles of Key Players

12.3.1 Ele.me

12.3.2 Meituan Dianping

12.3.3 ENJOY

12.3.4 Daojia

12.3.5 Home-cook

List Of Tables

LIST OF TABLES

Table 1: China: Online Food Delivery Market: Key Industry Highlights, 2022 and 2028

Table 2: China: Online Food Delivery Market Forecast: Breakup by Platform Type (in Million US\$), 2023-2028

Table 3: China: Online Food Delivery Market Forecast: Breakup by Business Model (in Million US\$), 2023-2028

Table 4: China: Online Food Delivery Market Forecast: Breakup by Payment Method (in Million US\$), 2023-2028

Table 5: China: Online Food Delivery Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: China: Online Food Delivery Market Structure

Table 7: China: Online Food Delivery Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: China: Online Food Delivery Market: Major Drivers and Challenges
- Figure 2: China: Online Food Delivery Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: China: Online Food Delivery Market: Breakup by Platform Type (in %), 2022
- Figure 4: China: Online Food Delivery Market: Breakup by Business Model (in %), 2022
- Figure 5: China: Online Food Delivery Market: Breakup by Payment Method (in %), 2022
- Figure 6: China: Online Food Delivery Market: Breakup by Region (in %), 2022
- Figure 7: China: Online Food Delivery Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 8: China: Online Food Delivery Industry: SWOT Analysis
- Figure 9: China: Online Food Delivery Industry: Value Chain Analysis
- Figure 10: China: Online Food Delivery Industry: Porter's Five Forces Analysis
- Figure 11: China: Online Food Delivery Industry: PESTEL Analysis
- Figure 12: China: Online Food Delivery (Mobile Applications) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 13: China: Online Food Delivery (Mobile Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 14: China: Online Food Delivery (Websites) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 15: China: Online Food Delivery (Websites) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 16: China: Online Food Delivery (Order Focussed Food Delivery System) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 17: China: Online Food Delivery (Order Focussed Food Delivery System) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 18: China: Online Food Delivery (Logistics Based Food Delivery System) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 19: China: Online Food Delivery (Logistics Based Food Delivery System) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 20: China: Online Food Delivery (Full Service Food Delivery System) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 21: China: Online Food Delivery (Full Service Food Delivery System) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 22: China: Online Food Delivery (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: China: Online Food Delivery (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: China: Online Food Delivery (Cash on Delivery) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: China: Online Food Delivery (Cash on Delivery) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Guangdong: Online Food Delivery Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Guangdong: Online Food Delivery Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Jiangsu: Online Food Delivery Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Jiangsu: Online Food Delivery Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Shandong: Online Food Delivery Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Shandong: Online Food Delivery Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Zhejiang: Online Food Delivery Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Zhejiang: Online Food Delivery Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Henan: Online Food Delivery Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Henan: Online Food Delivery Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Other Regions: Online Food Delivery Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Other Regions: Online Food Delivery Market Forecast: Sales Value (in Million US\$), 2023-2028

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