

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?

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