

# **China Online Food Delivery Market Report by Platform Type (Mobile Applications, Websites), Business Model (Order Focussed Food Delivery System, Logistics Based Food Delivery System, Full Service Food Delivery System), Payment Method (Online, Cash on Delivery), and Region 2024-2032**

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## **Abstracts**

The China online food delivery market size reached US\$ 74.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 184.1 Billion by 2032, exhibiting a growth rate (CAGR) of 10.3% during 2024-2032.

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 2024-2032. 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 2023?
2. What is the expected growth rate of the China online food delivery market during 2024-2032?
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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