

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

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## Abstracts

### Market Overview:

The global online food delivery market size reached US\$ 121.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 250.0 Billion by 2028, exhibiting a growth rate (CAGR) of 11.1% during 2023-2028.

Online food delivery is a process of ordering and delivering food items to the customers at their doorsteps who have ordered their food through various food delivery websites and applications by using their computers or smartphones. A customer will search for a favourite restaurant, choose from available items, select the payment method and confirm the order. Food delivery applications allow the consumer to register and uphold an account in order to make frequent ordering more convenient. Online food delivery is gaining popularity among both consumers and food service providers as it is benefiting both. Consumers are adopting online food delivery because of its ease, speed, and precision, while food service providers see the potential for increased revenue, reduced labor expenses and reduced errors.

Over the past few years the trend of online food ordering has been increasing. One of the major factors driving the market growth is the rising penetration of smartphones and internet connections which provide the opportunity to get the food delivered very conveniently and quickly. Online food delivery offers consumers with a wide range of food items available on their smartphones and the convenience of getting it delivered at their doorsteps. Moreover, online food delivery companies provides numerous benefits to foodservice providers as well. One of the biggest advantages of online food delivery are savings in labor since the staff is not tied up on the phone or at the counter. Along

with labor savings, other major benefits of online food delivery for foodservice providers include enhanced accuracy of online orders, increased convenience for the guest, simpler order processing, etc. Additionally, online food ordering can also provide food service providers with key customer information that can be useful for making promotional strategies, such as targeted promotions designed to create off-peak demand, specials targeted at particular customer segments, and couponing strategies.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global online food delivery market report, along with forecasts at the global 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  
Website

On the basis of platform type, the market has been segmented into websites and mobile applications. Mobile Applications currently account for a larger share.

#### Breakup by Business Model:

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

Based on the business model, the market has been segmented into order focussed food delivery system, logistics-based food delivery system and full-service online food delivery system. Amongst these, order focused food delivery system accounts for the largest share.

#### Breakup by Payment Method:

Online Payment  
Cash on Delivery

Based on the payment method, the market has been segmented into online payment

and cash on delivery. Amongst these, online payments currently accounts for a higher share.

#### Breakup by Region:

China  
North America  
Asia Pacific ( excluding China)  
Europe  
Rest of the World

On the basis of region, the market has been divided into China, North America, Asia Pacific (excluding China), Europe and Rest of the World. Amongst these, China has the largest market.

#### Competitive Landscape:

The competitive landscape and the profiles of key players operating in the global online food delivery market have also been examined in the report. Some of the key players in this market include:

Just Eat  
GrubHub  
Delivery Hero  
Deliveroo  
Takeaway.com  
Foodpanda  
Ele.me  
Meituan Waimai

This report provides a deep insight into the global 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 global online food delivery market in any manner.

#### Key Questions Answered in This Report:

What is the market size for the global online food delivery market 2022?  
What is the global online food delivery market growth 2023-2028?  
What are the global online food delivery market drivers?  
What are the key industry trends in the global online food delivery market?  
What is the impact of COVID-19 on the global online food delivery market?  
What is the global online food delivery market breakup by platform type?  
What is the global online food delivery market breakup by business model?  
What is the global online food delivery market breakup by payment method?  
What are the major regions in the global online food delivery market?  
Who are the key companies/players in the global 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 GLOBAL 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 Price Analysis
- 5.13 Key success and risk factors

## **6 MARKET BREAKUP BY PLATFORM TYPE**

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

## **7 MARKET BREAKUP BY BUSINESS MODEL**

- 7.1 Order Focused Food Delivery System
  - 7.1.1 Market Performance
  - 7.1.2 Market Forecast
- 7.2 Logistics Based Food Delivery System
  - 7.2.1 Market Performance
  - 7.2.2 Market Forecast
- 7.3 Full-Service Food Delivery System
  - 7.3.1 Market Performance
  - 7.3.2 Market Forecast

## **8 MARKET BREAKUP BY PAYMENT METHOD**

- 8.1 Online Payment
  - 8.1.1 Market Performance
  - 8.1.2 Market Forecast
- 8.2 Cash on Delivery
  - 8.2.1 Market Performance

## 8.2.2 Market Forecast

# 9 MARKET BREAKUP BY REGION

## 9.1 China

### 9.1.1 Market Performance

### 9.1.2 Market Forecast

## 9.2 North America

### 9.2.1 Market Performance

### 9.2.2 Market Forecast

## 9.3 Asia Pacific (Excluding China)

### 9.3.1 Market Performance

### 9.3.2 Market Forecast

## 9.4 Europe

### 9.4.1 Market Performance

### 9.4.2 Market Forecast

## 9.5 Rest of the World

### 9.5.1 Market Performance

### 9.5.2 Market Forecast

# 10 COMPETITIVE LANDSCAPE

## 10.1 Market Structure

## 10.2 Key Players

# 11 KEY PLAYER PROFILES

## 11.1 Just Eat

## 11.2 GrubHub

## 11.3 Delivery Hero

## 11.4 Deliveroo

## 11.5 Takeaway.com

## 11.6 Foodpanda

## 11.7 Ele.me

## 11.8 Meituan Waimai

## List Of Tables

### LIST OF TABLES

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

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

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

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

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

Table 6: Global: Online Food Delivery Market: Competitive Structure

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



## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Online Food Delivery Market: Major Drivers and Challenges

Figure 2: Global: Online Food Delivery Market: Value Trends (in Billion US\$), 2017-2022

Figure 3: Global: Online Food Delivery Market: Breakup by Platform Type (in %), 2022

Figure 4: Global: Online Food Delivery Market: Breakup by Business Model (in %), 2022

Figure 5: Global: Online Food Delivery Market: Breakup by Payment Method (in %), 2022

Figure 6: Global: Online Food Delivery Market: Breakup by Region (in %), 2022

Figure 7: Global: Online Food Delivery Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 8: Global: Online Food Delivery Industry: SWOT Analysis

Figure 9: Global: Online Food Delivery Industry: Value Chain Analysis

Figure 10: Global: Online Food Delivery Industry: Porter's Five Forces Analysis

Figure 11: Global: Online Food Delivery (Mobile Applications) Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 12: Global: Online Food Delivery (Mobile Applications) Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 13: Global: Online Food Delivery (Websites) Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 14: Global: Online Food Delivery (Websites) Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 15: Global: Online Food Delivery (Order Focused Food Delivery System) Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 16: Global: Online Food Delivery (Order Focused Food Delivery System) Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 17: Global: Online Food Delivery (Logistics Based Food Delivery System) Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 18: Global: Online Food Delivery (Logistics Based Food Delivery System) Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 19: Global: Online Food Delivery (Full-Service Food Delivery System) Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 20: Global: Online Food Delivery (Full-Service Food Delivery System) Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 21: Global: Online Food Delivery (Online Payment) Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 22: Global: Online Food Delivery (Online Payment) Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 23: Global: Online Food Delivery (Cash on Delivery) Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 24: Global: Online Food Delivery (Cash on Delivery) Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 25: China: Online Food Delivery Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 26: China: Online Food Delivery Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 27: North America: Online Food Delivery Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 28: North America: Online Food Delivery Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 29: Asia Pacific (Excluding China): Online Food Delivery Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 30: Asia Pacific (Excluding China): Online Food Delivery Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 31: Europe: Online Food Delivery Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 32: Europe: Online Food Delivery Market Forecast: Value Trends (in Billion US\$), 2023-2028

Figure 33: Rest of the World: Online Food Delivery Market: Value Trends (in Billion US\$), 2017 & 2022

Figure 34: Rest of the World: Online Food Delivery Market Forecast: Value Trends (in Billion US\$), 2023-2028

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