

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

<https://marketpublishers.com/r/V4B2D4C0832EN.html>

Date: March 2023

Pages: 123

Price: US\$ 2,699.00 (Single User License)

ID: V4B2D4C0832EN

Abstracts

Market Overview:

The Vietnam online food delivery market size reached US\$ 727.9 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,807.7 Million by 2028, exhibiting a growth rate (CAGR) of 15.61% during 2023-2028.

Online food delivery refers to the process of ordering food from a food cooperative or restaurant through a mobile app or webpage. These apps and web pages provide filters and different paying methods, such as cash on delivery, debit/credit card, net banking, etc., catering to the need of the consumers. Besides this, various companies allow their consumers to create an account for frequent and convenient ordering. Advantages offered by online food delivery companies such as easy and fast ordering, less hassle, fewer misunderstanding and miscommunication, minimum human interaction and cashback offers have made it popular in Vietnam, particularly among the younger population.

Vietnam Online Food Delivery Market Drivers/Constraints:

A major factor catalysing the growth of the online food delivery market in Vietnam is its convenience and easy accessibility. With a growth in digital technology, the food delivery market in the country is being reshaped. Food ordered through online websites and apps provide customers convenience and a greater level of transparency. Through various online food delivery modes, consumers can compare the menus and prices of various restaurants. This enables them to order food according to their taste and preference at a better price than the conventional method of food ordering.

Various food delivery applications and websites in Vietnam are offering numerous food options to their consumers. This include Vietnamese Cuisines, Western Cuisines, and South Asian Cuisines among others. Availability of such a wide range of food options caters to the food preferences of different consumers, thereby driving the overall demand of online food delivery services in the country.

Enhanced efficiency of restaurants is another major driver of the online food delivery market in Vietnam. The online orders make the day to day operations more efficient for a restaurant. The time employees use to receive orders through the telephone is reduced and this increases the time employees have to focus on dine-in customers. Moreover, the chances of human errors due to miscommunication are also reduced when an order is made.

Through online ordering and delivery system, a complete database of the customers can be created which helps in identifying recurring customers, their preferences and repeated orders. The previous ways of ordering food included many problems such as time constraints, different accents of people, disturbance over a phone call, etc. due to which restaurants are compelled to cancel or abandon the order. However, with the online food delivery options available, these challenges can be overcome.

As a restaurant or a franchise of a food product are hesitant to launch their mobile application as it may incur additional cost for development, installation, maintenance, and marketing of the applications, they prefer to collaborate with various food delivery companies.

Retailers have also been drawn to the country's relatively young consumer population. The 15 to 64 age group accounts for the majority of the overall population of Vietnam and are a key demographic to spur the growth in the online food delivery market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Vietnam 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 order method and cuisine.

Breakup by Order Method:

Mobile Application

Website

On the basis of order method, the market has been segmented into mobile app and website. Amongst these, mobile app represents the largest segment as it is faster than websites and provides numerous advantages such as easy user interface and saved customer profiles.

Breakup by Cuisine:

- Vietnamese Cuisine
- Western Cuisine
- Italian Cuisine
- South Asian Cuisine
- Others

Based on the cuisine, the Vietnamese cuisine is the most popular segment.

Regional Insights:

- Southern Vietnam
- Northern Vietnam
- Central Vietnam

On a geographical front, Southern Vietnam represents the biggest market. Other major regions include Northern Vietnam and Central Vietnam.

Competitive Landscape:

The Vietnam online food delivery industry is concentrated in nature with the presence of a handful of players. Some of the leading players operating in the market are:

- Vietnammm.com (Takeaway.Com N.V.)
- Eat.vn
- Foody.vn
- Now.vn
- Grab Food

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

Key Questions Answered in This Report:

What is the expected growth rate of the Vietnam online food delivery market during 2023-2028?

What are the key factors driving the Vietnam online food delivery market?

What has been the impact of COVID-19 on the Vietnam online food delivery market?

What is the breakup of the Vietnam online food delivery market based on the order method?

What is the breakup of the Vietnam online food delivery market based on the cuisine?

What are the key regions in the Vietnam online food delivery market?

Who are the key players/companies in the Vietnam 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 VIETNAM ONLINE FOOD DELIVERY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Offline and Online Order Mode
- 5.5 Market Breakup by Order Method
- 5.6 Market Breakup by Cuisine
- 5.7 Market Breakup by Region
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Strengths
 - 5.9.2 Weaknesses
 - 5.9.3 Opportunities
 - 5.9.4 Threats
- 5.10 Value Chain Analysis

5.11 Porter's 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 Rivalry

5.11.5 Threat of New Entrants

5.11.6 Threat of Substitutes

5.12 Key Market Drivers and Success Factors

6 MARKET BY ORDER METHOD

6.1 Mobile Application

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Website

6.2.1 Market Trends

6.2.2 Market Forecast

7 MARKET BY CUISINE

7.1 Vietnamese Cuisine

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Western Cuisine

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Italian Cuisine

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 South Asian Cuisine

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Others

7.5.1 Market Trends

7.5.2 Market Forecast

8 MARKET BY REGION

8.1 Southern Vietnam

- 8.1.1 Market Trends
- 8.1.2 Market Forecast
- 8.2 Northern Vietnam
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Central Vietnam
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 COMPETITIVE LANDSCAPE

- 9.1 Market Structure
- 9.2 Key Players

10 KEY PLAYER PROFILES

- 10.1 Vietnamm.com (Takeaway.Com N.V.)
 - 10.1.1 Company Overview
 - 10.1.2 Company Description
 - 10.1.3 Financials
 - 10.1.4 Key Product and Services
 - 10.1.5 Key Business Strategies and Plans
- 10.2 Foody.vn
 - 10.2.1 Company Overview
 - 10.2.2 Company Description
 - 10.2.3 Key Product and Services
 - 10.2.4 Key Business Strategies and Plans
- 10.3 Now.vn
 - 10.3.1 Company Overview
 - 10.3.2 Company Description
 - 10.3.3 Product Portfolio
 - 10.3.4 Key Business Strategies and Plans
- 10.4 Eat.vn
 - 10.4.1 Company Overview
 - 10.4.2 Company Description
 - 10.4.3 Key Product and Services
 - 10.4.4 Key Business Strategies and Plans
- 10.5 Grab food
 - 10.5.1 Company Description

10.5.2 Key Product and Services

10.5.3 Key Business Strategies and Plans

List Of Tables

LIST OF TABLES

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

Table 2: Vietnam: Online Food Delivery Market Forecast: Breakup by Order Method (in Million US\$), 2023-2028

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

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

Table 5: Vietnam: Online Food Delivery Market Structure

Table 6: Vietnam: Online Food Delivery Market: Key Players

Table 7: Vietnammm.com (Takeaway.Com N.V.): Key Products and Services

Table 8: Foody.vn: Key Products and Services

Table 9: Now.vn: Key Products and Services

Table 10: Eat.vn: Key Products and Services

Table 11: Grab food: Key Products and Services

List Of Figures

LIST OF FIGURES

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

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

Figure 3: Vietnam: Food Delivery Market: Breakup by Offline and Online Order Mode (in %), 2022

Figure 4: Vietnam: Online Food Delivery Market: Breakup by Order Method (in %), 2022

Figure 5: Vietnam: Online Food Delivery Market: Breakup by Cuisine (in %), 2022

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

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

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

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

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

Figure 11: Vietnam: Online Food Delivery Market: Ordering through Mobile Application (in Million US\$), 2017 & 2022

Figure 12: Vietnam: Online Food Delivery Market Forecast: Ordering through Mobile Application (in Million US\$), 2023-2028

Figure 13: Vietnam: Online Food Delivery Market: Ordering through Website (in Million US\$), 2017 & 2022

Figure 14: Vietnam: Online Food Delivery Market Forecast: Ordering through Website (in Million US\$), 2023-2028

Figure 15: Vietnam: Online Food Delivery Market (Vietnamese Cuisine): Value Trends (in Million US\$), 2017 & 2022

Figure 16: Vietnam: Online Food Delivery Market Forecast (Vietnamese Cuisine): Value Trends (in Million US\$), 2023-2028

Figure 17: Vietnam: Online Food Delivery Market (Western Cuisine): Value Trends (in Million US\$), 2017 & 2022

Figure 18: Vietnam: Online Food Delivery Market Forecast (Western Cuisine): Value Trends (in Million US\$), 2023-2028

Figure 19: Vietnam: Online Food Delivery Market (Italian Cuisine): Value Trends (in Million US\$), 2017 & 2022

Figure 20: Vietnam: Online Food Delivery Market Forecast (Italian Cuisine): Value Trends (in Million US\$), 2023-2028

Figure 21: Vietnam: Online Food Delivery Market (South Asian Cuisine): Value Trends (in Million US\$), 2017 & 2022

Figure 22: Vietnam: Online Food Delivery Market Forecast (South Asian Cuisine): Value Trends (in Million US\$), 2023-2028

Figure 23: Vietnam: Online Food Delivery Market (Other Cuisines): Value Trends (in Million US\$), 2017 & 2022

Figure 24: Vietnam: Online Food Delivery Market Forecast (Other Cuisines): Value Trends (in Million US\$), 2023-2028

Figure 25: Southern Vietnam: Online Food Delivery Market (in Million US\$), 2017 & 2022

Figure 26: Southern Vietnam: Online Food Delivery Market Forecast (in Million US\$), 2023-2028

Figure 27: Northern Vietnam: Online Food Delivery Market (in Million US\$), 2017 & 2022

Figure 28: Northern Vietnam: Online Food Delivery Market Forecast (in Million US\$), 2023-2028

Figure 29: Central Vietnam: Online Food Delivery Market (in Million US\$), 2017 & 2022

Figure 30: Central Vietnam: Online Food Delivery Market Forecast (in Million US\$), 2023-2028

I would like to order

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

Product link: <https://marketpublishers.com/r/V4B2D4C0832EN.html>

Price: US\$ 2,699.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V4B2D4C0832EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

