

Europe Food Delivery Mobile Application Market (2016 - 2022)

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Abstracts

Growing collaborations among restaurant owners and application developers and growing digitization processes offer significant potential for the market growth. Nevertheless, lack of high speed Internet connectivity in various parts of the world and unwillingness of enterprises to develop their own mobile applications would largely hamper the market growth. Food Delivery Mobile Application is a seamless platform for the restaurants, franchisees, and other food-selling proprietors. The platform helps serving customers by presenting wide range of options through a single online mobile portal. Delivering food has improvised from telephone-based ordering system to takeaway counters, and the latest being, websites and mobile applications. The food delivery mobile application allows access to various restaurants on a single portal, for consumers to compare menus, prices, offers, and reviews given by other consumers.

The Europe food delivery mobile application market is segmented based on deployment platform, end users, and country. Based on deployment platform, the market is segmented into Android, iOS, and others (Windows and BlackBerry 10). Within the deployment platform, the android market is the most preferred technology, as most of the food delivery applications are developed using the android platform. The major reason for widespread adoption of Android platform is due to its robustness and other seamless features. Based on end user, the market is segmented into food delivery market place, restaurants and others.

Based on country, Food Delivery Mobile Application market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant country in the Europe Food Delivery Mobile Application market in 2015. Russia and France would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Food Delivery Mobile Application market. Key companies profiled in the report include Apple Inc., International Business Machines Corporation (IBM), Microsoft Corporation, Google Inc., SAP SE, Red Hat, Inc., Zoho Corporation Pvt. Ltd. and Mendix.

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