

Global Restaurant Marketing Tools Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Restaurant Marketing Tools Software market size is predicted to grow from US\$ 516 million in 2025 to US\$ 733 million in 2032; it is expected to grow at a CAGR of 5.0% from 2026 to 2032.

Restaurant marketing tools help attract, retain, and engage guests by bringing essential digital marketing capabilities into one platform. These products offer features such as website creation, menu management, guest communication, marketing campaigns, and analytics. They enable restaurants to manage their online presence and marketing efforts without relying on multiple disjointed tools or external marketing agencies to reach customers. These software products are used by restaurant owners, operators, and marketing teams as part of their day-to-day business operations to improve online visibility, increase repeat business, strengthen customer relationships, and drive revenue. Restaurant marketing software often integrates with restaurant management software, restaurant POS software, restaurant reservations software, and food delivery software to support centralized guest engagement and marketing activities.

United States market for Restaurant Marketing Tools Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Restaurant Marketing Tools Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Restaurant Marketing Tools Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Restaurant Marketing Tools Software players cover BentoBox, Eat App, Bambulabs, GloriaFood, Malou, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'Restaurant Marketing Tools Software Industry Forecast' looks at past sales and reviews total world Restaurant Marketing Tools Software sales in 2025, providing a comprehensive analysis by region and market sector of projected Restaurant Marketing Tools Software sales for 2026 through 2032. With Restaurant Marketing Tools Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Restaurant Marketing Tools Software industry.

This Insight Report provides a comprehensive analysis of the global Restaurant Marketing Tools Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Restaurant Marketing Tools Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Restaurant Marketing Tools Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Restaurant Marketing Tools Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Restaurant Marketing Tools Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Restaurant Marketing Tools Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-based

On-premise

Segmentation by Core Functions:

Membership Management

Marketing Campaigns

Data Analytics

Segmentation by Technology Applications:

Traditional Software

SaaS Cloud Service

AI-Powered

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its

market penetration.

BentoBox

Eat App

Bambulabs

GloriaFood

Malou

MustHaveMenus

Owner

Popmenu

RestaurantConnect

DoorDash

Sociavore

SpotHopper

Toast

TouchBistro

Tastysoft

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