

# **Food Truck Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Vans, Trailers, Trucks, and Others), By Application (Fast Food, Vegan and Meat Plant, Bakery, and Other Applications), By Region & Competition, 2020-2030F**

<https://marketpublishers.com/r/FE1936AE9E99EN.html>

Date: September 2025

Pages: 183

Price: US\$ 4,500.00 (Single User License)

ID: FE1936AE9E99EN

## **Abstracts**

### Market Overview

The Global Food Truck Market was valued at USD 2.48 Billion in 2024 and is expected to reach USD 6.06 Billion by 2030 with a CAGR of 6.50% during the forecast period. The global food truck market is undergoing a transformative phase, characterized by an increasing demand for diverse and convenient dining options. Urbanization plays a pivotal role in this shift, as more consumers seek quick, accessible meals amidst their busy lifestyles. Food trucks, with their mobility and varied menus, cater to this need, offering everything from gourmet dishes to traditional street food. Growing disposable incomes and increased consumer spending further support market expansion, enabling more frequent indulgence in premium or unique food experiences.

For instance, Rising disposable income across global regions is fueling economic growth, with significant increases projected through 2050. In the Americas, the United States leads with an average annual increase of 1.2%, reaching \$64,767 by 2050. Canada follows closely at \$36,517, while Mexico sees modest growth at 0.9%. Brazil shows slower growth, with disposable income expected to rise to \$13,426 by 2050. In Europe and Eurasia, Eastern Europe and Eurasia outpaces the region with an impressive 3% annual increase, expected to hit \$20,742 by 2050. Western Europe grows steadily, with figures reaching \$31,654 by 2050. In Asia-Pacific, China and India

show the most notable increases, with China's income rising to \$31,383 and India's to \$17,609 by 2050. Australia and New Zealand remain strong, with income reaching \$42,183. Africa and the Middle East also see modest growth, with Africa's disposable income rising to \$2,375 and the Middle East reaching \$6,515. This upward trend in disposable income globally, particularly in emerging markets like China and India, signals increased consumer purchasing power, influencing market dynamics in sectors such as retail, tourism, and automotive.

## Market Drivers

### Changing Consumer Preferences

Today's consumers are increasingly drawn to unique, personalized dining experiences that go beyond traditional restaurant offerings. Food trucks have emerged as a dynamic platform for culinary innovation, giving chefs the freedom to experiment with diverse ingredients, cooking styles, and fusion cuisines without the overhead constraints of a brick-and-mortar establishment. This adaptability allows food trucks to cater to a wide spectrum of customer tastes, from adventurous food enthusiasts seeking novel flavors to individuals craving nostalgic comfort foods with a modern twist. The flexibility of food truck menus also enables rapid response to dietary trends, such as plant-based options, gluten-free meals, and globally inspired street foods. As urban areas continue to expand and the population density in cities increases, the demand for accessible, quick, and satisfying meals has surged. Food trucks, often stationed in busy business districts, near college campuses, and at public events, provide a convenient solution for the time-pressed urban consumer. For instance, in 2022, the global fast food market reached \$731.65 billion, with strong growth expected through 2031. The U.S. leads consumption, spending \$160 billion annually, with 83% of households eating fast food weekly. The U.K. follows with 46,200 outlets, and over half of French households regularly consume fast food. In Asia, 97% of China's population eats fast food, with 41% doing so weekly, while South Korea and Mexico also show rising demand. Europe sees steady interest in both global and local brands, reflecting fast food's broad global appeal.

### Key Market Challenges

#### Regulatory Hurdles

Food truck operators often face significant regulatory challenges that can hinder day-to-day operations and long-term growth. Securing the necessary permits and licenses

requires navigating a complex web of municipal, state, and sometimes federal regulations. These requirements vary not only by region but even from one neighborhood to another, making compliance a logistical and administrative burden. Health inspections, food safety standards, and fire codes must be met consistently, with non-compliance risking fines or forced closures. Zoning laws can restrict where food trucks are allowed to operate, often limiting access to high-traffic areas where consumer demand is strongest. Parking restrictions and time-based operating limitations also constrain flexibility, especially in dense urban settings.

## Key Market Trends

### Menu Diversification

Food trucks are no longer limited to traditional street food offerings. Operators are recognizing the evolving dietary preferences of consumers and are adapting by introducing a wide array of cuisines and menu options. This includes plant-based alternatives, gluten-free meals, keto-friendly selections, and allergen-conscious preparations. By broadening the menu, food trucks appeal to both adventurous eaters and health-conscious individuals. The flexibility to rotate or seasonally adjust menus also allows food trucks to experiment with global flavors, regional specialties, and fusion dishes without being constrained by a fixed kitchen format. This variety fosters repeat patronage as customers return to try new items. Diversified offerings also help trucks stand out in competitive environments such as food truck parks and festivals, where novelty can drive foot traffic and social media attention.

## Key Market Players

Middleby Corporation

Love's Travel Stops

Devyani International Limited

Conagra Brands, Inc.

Gordon Food Service

Golden State Foods

Prestige Food Trucks

Custom Concessions

M&R Specialty Trailers and Trucks

The Food Truck Company

### Report Scope:

In this report, the Global Food Truck Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Food Truck Market, By Type:

Vans

Trailers

Trucks

Others

#### Food Truck Market, By Application:

Fast Food

Vegan and Meat Plant

Bakery

Other Applications

#### Food Truck Market, By Region:

North America

United States

Canada

Mexico

Europe & CIS

Germany

France

U.K.

Spain

Italy

Asia-Pacific

China

Japan

India

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Brazil

Argentina

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Food Truck Market.

## Available Customizations:

Global Food Truck Market report with the given market data, TechSci Research offers customizations according to the company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. INTRODUCTION

- 1.1. Research Tenure Considered
- 1.2. Market Definition
- 1.3. Scope of the Market
- 1.4. Markets Covered
- 1.5. Years Considered for Study
- 1.6. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Regions

### 4. GLOBAL FOOD TRUCK MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Type Market Share Analysis (Vans, Trailers, Trucks, and Others)
  - 4.2.2. By Application Market Share Analysis (Fast Food, Vegan and Meat Plant, Bakery, and Other Applications)
  - 4.2.3. By Regional Market Share Analysis
  - 4.2.4. By Top 5 Companies Market Share Analysis, Others (2024)
- 4.3. Food Truck Market Mapping & Opportunity Assessment

## **5. NORTH AMERICA FOOD TRUCK MARKET OUTLOOK**

### 5.1. Market Size & Forecast

#### 5.1.1. By Value

### 5.2. Market Share & Forecast

#### 5.2.1. By Type Market Share Analysis

#### 5.2.2. By Application Market Share Analysis

#### 5.2.3. By Country Market Share Analysis

##### 5.2.3.1. United States Food Truck Market Outlook

###### 5.2.3.1.1. Market Size & Forecast

###### 5.2.3.1.1.1. By Value

###### 5.2.3.1.2. Market Share & Forecast

###### 5.2.3.1.2.1. By Type Market Share Analysis

###### 5.2.3.1.2.2. By Application Market Share Analysis

##### 5.2.3.2. Canada Food Truck Market Outlook

###### 5.2.3.2.1. Market Size & Forecast

###### 5.2.3.2.1.1. By Value

###### 5.2.3.2.2. Market Share & Forecast

###### 5.2.3.2.2.1. By Type Market Share Analysis

###### 5.2.3.2.2.2. By Application Market Share Analysis

##### 5.2.3.3. Mexico Food Truck Market Outlook

###### 5.2.3.3.1. Market Size & Forecast

###### 5.2.3.3.1.1. By Value

###### 5.2.3.3.2. Market Share & Forecast

###### 5.2.3.3.2.1. By Type Market Share Analysis

###### 5.2.3.3.2.2. By Application Market Share Analysis

## **6. EUROPE & CIS FOOD TRUCK MARKET OUTLOOK**

### 6.1. Market Size & Forecast

#### 6.1.1. By Value

### 6.2. Market Share & Forecast

#### 6.2.1. By Type Market Share Analysis

#### 6.2.2. By Application Market Share Analysis

#### 6.2.3. By Country Market Share Analysis

##### 6.2.3.1. France Food Truck Market Outlook

###### 6.2.3.1.1. Market Size & Forecast

###### 6.2.3.1.1.1. By Value

###### 6.2.3.1.2. Market Share & Forecast

- 6.2.3.1.2.1. By Type Market Share Analysis
- 6.2.3.1.2.2. By Application Market Share Analysis
- 6.2.3.2. Germany Food Truck Market Outlook
  - 6.2.3.2.1. Market Size & Forecast
    - 6.2.3.2.1.1. By Value
  - 6.2.3.2.2. Market Share & Forecast
    - 6.2.3.2.2.1. By Type Market Share Analysis
    - 6.2.3.2.2.2. By Application Market Share Analysis
- 6.2.3.3. United Kingdom Food Truck Market Outlook
  - 6.2.3.3.1. Market Size & Forecast
    - 6.2.3.3.1.1. By Value
  - 6.2.3.3.2. Market Share & Forecast
    - 6.2.3.3.2.1. By Type Market Share Analysis
    - 6.2.3.3.2.2. By Application Market Share Analysis
- 6.2.3.4. Italy Food Truck Market Outlook
  - 6.2.3.4.1. Market Size & Forecast
    - 6.2.3.4.1.1. By Value
  - 6.2.3.4.2. Market Share & Forecast
    - 6.2.3.4.2.1. By Type Market Share Analysis
    - 6.2.3.4.2.2. By Application Market Share Analysis
- 6.2.3.5. Spain Food Truck Market Outlook
  - 6.2.3.5.1. Market Size & Forecast
    - 6.2.3.5.1.1. By Value
  - 6.2.3.5.2. Market Share & Forecast
    - 6.2.3.5.2.1. By Type Market Share Analysis
    - 6.2.3.5.2.2. By Application Market Share Analysis

## **7. ASIA-PACIFIC FOOD TRUCK MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type Market Share Analysis
  - 7.2.2. By Application Market Share Analysis
  - 7.2.3. By Country Share Analysis
    - 7.2.3.1. China Food Truck Market Outlook
      - 7.2.3.1.1. Market Size & Forecast
        - 7.2.3.1.1.1. By Value
      - 7.2.3.1.2. Market Share & Forecast

- 7.2.3.1.2.1. By Type Market Share Analysis
- 7.2.3.1.2.2. By Application Market Share Analysis
- 7.2.3.2. Japan Food Truck Market Outlook
  - 7.2.3.2.1. Market Size & Forecast
    - 7.2.3.2.1.1. By Value
  - 7.2.3.2.2. Market Share & Forecast
    - 7.2.3.2.2.1. By Type Market Share Analysis
    - 7.2.3.2.2.2. By Application Market Share Analysis
- 7.2.3.3. India Food Truck Market Outlook
  - 7.2.3.3.1. Market Size & Forecast
    - 7.2.3.3.1.1. By Value
  - 7.2.3.3.2. Market Share & Forecast
    - 7.2.3.3.2.1. By Type Market Share Analysis
    - 7.2.3.3.2.2. By Application Market Share Analysis
- 7.2.3.4. South Korea Food Truck Market Outlook
  - 7.2.3.4.1. Market Size & Forecast
    - 7.2.3.4.1.1. By Value
  - 7.2.3.4.2. Market Share & Forecast
    - 7.2.3.4.2.1. By Type Market Share Analysis
    - 7.2.3.4.2.2. By Application Market Share Analysis

## **8. MIDDLE EAST & AFRICA FOOD TRUCK MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type Market Share Analysis
  - 8.2.2. By Application Market Share Analysis
  - 8.2.3. By Country Market Share Analysis
    - 8.2.3.1. South Africa Food Truck Market Outlook
      - 8.2.3.1.1. Market Size & Forecast
        - 8.2.3.1.1.1. By Value
      - 8.2.3.1.2. Market Share & Forecast
        - 8.2.3.1.2.1. By Type Market Share Analysis
        - 8.2.3.1.2.2. By Application Market Share Analysis
    - 8.2.3.2. Saudi Arabia Food Truck Market Outlook
      - 8.2.3.2.1. Market Size & Forecast
        - 8.2.3.2.1.1. By Value
      - 8.2.3.2.2. Market Share & Forecast

- 8.2.3.2.2.1. By Type Market Share Analysis
- 8.2.3.2.2.2. By Application Market Share Analysis
- 8.2.3.3. UAE Food Truck Market Outlook
  - 8.2.3.3.1. Market Size & Forecast
    - 8.2.3.3.1.1. By Value
  - 8.2.3.3.2. Market Share & Forecast
    - 8.2.3.3.2.1. By Type Market Share Analysis
    - 8.2.3.3.2.2. By Application Market Share Analysis
- 8.2.3.4. Turkey Food Truck Market Outlook
  - 8.2.3.4.1. Market Size & Forecast
    - 8.2.3.4.1.1. By Value
  - 8.2.3.4.2. Market Share & Forecast
    - 8.2.3.4.2.1. By Type Market Share Analysis
    - 8.2.3.4.2.2. By Application Market Share Analysis

## **9. SOUTH AMERICA FOOD TRUCK MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type Market Share Analysis
  - 9.2.2. By Application Market Share Analysis
  - 9.2.3. By Country Market Share Analysis
    - 9.2.3.1. Brazil Food Truck Market Outlook
      - 9.2.3.1.1. Market Size & Forecast
        - 9.2.3.1.1.1. By Value
      - 9.2.3.1.2. Market Share & Forecast
        - 9.2.3.1.2.1. By Type Market Share Analysis
        - 9.2.3.1.2.2. By Application Market Share Analysis
    - 9.2.3.2. Argentina Food Truck Market Outlook
      - 9.2.3.2.1. Market Size & Forecast
        - 9.2.3.2.1.1. By Value
      - 9.2.3.2.2. Market Share & Forecast
        - 9.2.3.2.2.1. By Type Market Share Analysis
        - 9.2.3.2.2.2. By Application Market Share Analysis

## **10. MARKET DYNAMICS**

- 10.1. Drivers

## 10.2. Challenges

## 11. KEY MARKET DISRUPTIONS

### 11.1. Pandemic

### 11.2. Conflicts

### 11.3. Trade Barriers

## 12. MARKET TRENDS & DEVELOPMENTS

## 13. PORTERS FIVE FORCES ANALYSIS

## 14. COMPETITIVE LANDSCAPE

### 14.1. Company Profiles

#### 14.1.1. Middleby Corporation.

##### 14.1.1.1. Company Details

##### 14.1.1.2. Types

##### 14.1.1.3. Financials (As Per Availability)

##### 14.1.1.4. Key Market Focus & Geographical Presence

##### 14.1.1.5. Recent Developments

##### 14.1.1.6. Key Management Personnel

#### 14.1.2. Love's Travel Stops

#### 14.1.3. Devyani International Limited

#### 14.1.4. Conagra Brands, Inc.

#### 14.1.5. Gordon Food Service

#### 14.1.6. Golden State Foods

#### 14.1.7. Prestige Food Trucks

#### 14.1.8. Custom Concessions

#### 14.1.9. M&R Specialty Trailers and Trucks

#### 14.1.10. The Food Truck Company

## 15. STRATEGIC RECOMMENDATIONS

## 16. ABOUT US & DISCLAIMER

## I would like to order

Product name: Food Truck Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Vans, Trailers, Trucks, and Others), By Application (Fast Food, Vegan and Meat Plant, Bakery, and Other Applications), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/FE1936AE9E99EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FE1936AE9E99EN.html>