

# **India Food Service Market, By Market Type (Organized Segment and Unorganized Segment), By Type (Dining Service (Hotels, Restaurants), QSR (Quick Service Restaurants), PBCL (Pubs, Bars, Clubs and Lounges), and Others (Cafeteria, Cloud Kitchen, Catering and Vending)), By Ownership (Standalone Outlets and Chained Outlets), By Domestic Vs. International Brands, By Region, By Top 3 Leading States, Competition, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

India's food service market is anticipated to project robust growth in the forecast period with an impressive CAGR of 11.19% and reach USD79.65 billion by 2028F on account of changing lifestyles, rising health consciousness, a large number of youthful and working population, who are well-traveled, have double incomes, and are experimental as well as tech-smart, eat out more than their forefathers.

The online food delivery segment in India operates mainly under two business models: Restaurant food through consumer delivery, in which meals are ordered online through a restaurant website and delivered directly by the restaurant without any intermediaries (e.g., McDonald's, Domino's Pizza, Burger King). And another is through a consumer delivery platform where the meals are booked online through a third-party network that handles delivery independently of the restaurant (e.g., Zomato, Swiggy, UberEATS).

In the Food Services industry, a few important trends are gaining popularity. Consumers in cities are beginning to adopt virtual kitchen. Ordering in has become a crucial part of the dining experience, and several logistics companies are now offering last-mile

delivery services to restaurants.

With most individuals working from home following the COVID-19 pandemic guidelines, the food service sector has seen a subsequent decline in demand for food services in India. People became more concerned about purchasing daily necessities and homemade food due to the COVID-19 pandemic. Consumers have grown more health-conscious due to the pandemic, and their preference for improved cleanliness habits is projected to increase dramatically. As a result, all the restaurants and QSRs are increasingly focusing on providing customers with a safe, clean, hygienic, and healthy environment.

### Higher Experiments in The Food Segment Drives the Market Growth

The well-traveled, vibrant middle class, which is exposed to global trends in terms of newer formats and cuisines, as well as seamless interaction facilitated by the growth of multiple communication channels such as the internet and mobile phones, is willing to spend money on dining experiences similar to those found around the world. As a result of these reasons, plenty of new restaurants have sprung up, serving cuisines from far-flung areas of the country.

### Growing Middle Class is Fueling the Market Growth

An increase in households earning between USD10,000 and USD50,000 per year will increase the group's indulgence spending. This element is predicted to outpace the increased spending on eating out, luxury goods, consumer durables, and other consumption categories. India is expected to account for 23% of the global middle class. Furthermore, India's working population favors all the food innovations to reduce the extra efforts, and food service seems to be a more convenient factor nowadays.

### Increasing Share of Food Delivery and Take-away aids Market Growth

The rise in busy lifestyles and hectic schedules of the population, expanding urbanization, quick access to mobile phones, increasing use of e-Commerce, increasing demand for fast foods, and expanding internet penetration for ordering food online have boosted various food chain restaurants to incline towards online distribution channels to boost their overall sales. Over the last several years, delivery aggregators such as Zomato and Swiggy have expanded their presence in the Indian market, contributing to its growth.

## Market Segmentation

The India food service market is segmented based on market type, type, ownership, domestic vs. international brands, region, and competition landscape. Based on market type, the market is divided into unorganized and organized segment. And the organized segment is further segregated based upon type, the market is further fragmented into Dining Service (Hotels, Restaurants), QSR (Quick Service Restaurants), PBCL (Pubs, Bars, Clubs and Lounges), and Others (Cafeteria, Cloud Kitchen, Catering and Vending). Based on ownership, the market is categorized into Standalone Outlets and Chained Outlets. The chained outlet category is further explained into domestic and international brands.

## Company Profiles

Jubilant Foodworks Ltd (Domino's, Dunkin Donuts, Hong's Kitchen, Chef Boss, Ekdum!, Popeyes, etc.), McDonald's India Private Limited, Haldiram Snacks Private Limited, Devyani International Limited (KFC, Pizza Hut, Costa Coffee, Vaango, etc.), Burger King India Limited, Barbeque-Nation Hospitality Limited, Rebel Foods Private Limited, Coffee Day Enterprises Limited, Tata Starbucks Private Limited, Bikanervala Foods Private Limited (BFPL), etc., are among the major market players in the India food service market.

## Report Scope:

In this report, India food service market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

### India Food Service Market, By Market Type:

Unorganized Segment

Organized Segment

### India Food Service Market, By Type:

Dining Service (Hotels, Restaurants)

QSR (Quick Service Restaurants)

PBCL (Pubs, Bars, Clubs and Lounges)

Others (Cafeteria, Cloud Kitchen, Catering and Vending)

India Food Service Market, By Ownership:

Standalone Outlets

Chained Outlets

India Food Service Market, By Domestic Vs. International Brands:

Domestic

International

India Food service Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India food service market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

*India Food Service Market, By Market Type (Organized Segment and Unorganized Segment), By Type (Dining Service...*

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

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