

Saudi Arabia Online Food Ordering and Delivery Market By Operation Type (Food Aggregators, Restaurant-Based), By Source (Mobile Application, Website), By Payment (Mobile Wallet, Card Payment, Cash on Delivery and Net Banking), By Region, By Company, Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/S4B0CD5B6A71EN.html>

Date: September 2023

Pages: 90

Price: US\$ 3,500.00 (Single User License)

ID: S4B0CD5B6A71EN

Abstracts

The Saudi Arabia online food ordering and delivery market is poised for significant growth, projected at an impressive Compound Annual Growth Rate (CAGR) throughout the forecast period. This expansion is driven by the inherent convenience offered by online delivery services, allowing users to effortlessly explore a diverse array of restaurants, culinary options, and cuisines from the comfort of their homes, offices, or other preferred locations. The multitude of advantages presented to users is instrumental in propelling the growth of the Saudi Arabia online food ordering and delivery market.

Online Food Ordering and Delivery Platform Overview

A Saudi Arabia online food ordering and delivery platform serves as a conduit for consumers to directly place orders from restaurants. This web-based ordering system leverages mobile applications and online user interfaces to facilitate seamless online orders. Two primary operation types enable food orders: food aggregators and restaurant-based services. Food aggregators streamline the ordering process and offer customer support, functioning as intermediaries connecting customers with local restaurants. Prominent examples include Uber Eats and Foodboy. In the restaurant-based model, food is directly delivered to customers by the establishment itself, achieved through their proprietary mobile apps and online interfaces.

Consumer Habits and Market Potential

Recent data from a news article reveals that approximately 39% of Saudi Arabia's population places food orders post 6pm for dinner, with lunch and breakfast orders following suit. A comprehensive report predicts a notable uptick of up to 9.9% in annual income derived from online food delivery between 2019 and 2023. Notably, Saudi Arabia outpaces other GCC nations in terms of the online food ordering application market, underlining the country's considerable market potential. This growth trajectory is anticipated to persist during the forecast period, further solidifying Saudi Arabia's position in the online food ordering and delivery landscape.

Expansion Propelled by Convenience of Online Food Ordering and Delivery

The expansion of the online meal delivery services market can be attributed to the convenience they provide to consumers. This convenience empowers individuals to leisurely peruse a diverse selection of restaurants, culinary offerings, and cuisines, all from the comfort of their own living spaces, workplaces, or other preferred locations. Furthermore, online food ordering offers users access to comprehensive food information, enabling comparisons of options in terms of both cuisine and price. Previous customer feedback, promotional offers, and delivery tracking capabilities further enhance the user experience. The availability of various payment methods, such as online payment, e-wallets, and Cash on Delivery (CoD), adds to the convenience. Ultimately, online meal delivery services afford users hassle-free access to food, saving them both time and effort, thus driving the growth of the Saudi Arabia online food ordering and delivery market.

Advancements in Technology Elevate Consumer Experience and Drive Market Growth

Time efficiency and transparency in delivery have become pivotal factors within the online food ordering and delivery industry. Meeting these expectations, companies harness automation, Artificial Intelligence (AI), and machine learning to streamline deliveries. These technologies empower consumers with control over delivery timings and locations, fostering convenience. Smart logistics management systems offer real-time tracking capabilities via various channels such as SMS, WhatsApp, and email. This dynamic engagement not only ensures transparency but also accommodates users' preferences. The integration of advanced technology into the online food ordering and delivery sector significantly contributes to market growth.

Challenges in Quality and Delivery Impact Market Potential

While the adoption of online food ordering and delivery services is on the rise, certain drawbacks have emerged that are discouraging some consumers. One such drawback pertains to food quality, as the transit of cuisine over long distances during delivery can compromise the retention of essential vitamins and minerals. Additionally, food often arrives packaged in plastic, which may detract from the presentation compared to a traditional restaurant setting. Lateness in deliveries is another concern, sometimes leading to cold meals due to extended travel durations. These negative aspects surrounding online food ordering may potentially hinder the unfettered expansion of the market.

Market Segmentation

Saudi Arabia's online food ordering and delivery market are segmented by operation type, source, payment, and by region. Based on operation type, the market is bifurcated into food aggregators and restaurants. Based on source, the market is further bifurcated into mobile applications and websites. Based on payment, the market is segmented into mobile wallet, card payment, cash on delivery, and net banking. The market also studies regional segmentation which includes western, northern & central, eastern, and southern.

Market Players

Talabat for Restaurants Company W.L.L, Uber Technologies Inc. (Uber Eats), HungerStation LTD., Careem Networks FZ LLC, Mrsool Inc, Future Arrow Tech. Ltd. (Lugmety), Aram Meem LLC (ToYou), Jahez International Company, Wssel, Incora LLC (Shadda) are the major market players in Saudi Arabia online food ordering and delivery market.

Report Scope:

In this report, Saudi Arabia Online Food Ordering and Delivery market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Online Food Ordering and Delivery Market, By Operation Type:

Food Aggregators

Restaurant-based

Saudi Arabia Online Food Ordering and Delivery Market, By Source:

Mobile Application

Website

Saudi Arabia Online Food Ordering and Delivery Market, By Payment:

Mobile Wallet

Card Payment

Cash on Delivery

Net Banking

Saudi Arabia Online Food Ordering and Delivery Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Online Food Ordering and Delivery 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

Saudi Arabia Online Food Ordering and Delivery Market By Operation Type (Food Aggregators, Restaurant-Based),...

report:

Company Information

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

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

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. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
 - 4.2.1. By Gender
 - 4.2.2. By Age
 - 4.2.3. By Occupation
- 4.3. Frequency of Spending
- 4.4. Factors Influencing Purchase Decision
- 4.5. Mode of Payment

5. SAUDI ARABIA ONLINE FOOD ORDERING AND DELIVERY MARKET OUTLOOK

Saudi Arabia Online Food Ordering and Delivery Market By Operation Type (Food Aggregators, Restaurant-Based),...

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Operation Type Market Share Analysis (Food Aggregators, Restaurant-Based)

5.2.2. By Source Market Share Analysis (Mobile App, Website)

5.2.3. By Payment Market Share Analysis (Mobile Wallet, Card Payment, Cash on Delivery, Net Banking)

5.2.4. By Regional Market Share Analysis

5.2.4.1. Western Market Share Analysis

5.2.4.2. Northern & Central Market Share Analysis

5.2.4.3. Eastern Market Share Analysis

5.2.4.4. Southern Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Saudi Arabia Online Food Ordering and Delivery Market Mapping & Opportunity Assessment

5.3.1. By Operation Type Market Mapping & Opportunity Assessment

5.3.2. By Source Market Mapping & Opportunity Assessment

5.3.3. By Payment Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. SAUDI ARABIA FOOD AGGREGATORS ONLINE FOOD ORDERING AND DELIVERY MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Source Market Share Analysis

6.2.2. By Payment Market Share Analysis

6.2.3. By Region Market Share Analysis

7. SAUDI ARABIA RESTAURANT-BASED ONLINE FOOD ORDERING AND DELIVERY MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Source Market Share Analysis

- 7.2.2. By Payment Market Share Analysis
- 7.2.3. By Region Market Share Analysis

8. MARKET DYNAMICS

8.1. Drivers

- 8.1.1.1. Increased Demand for Hassle Free Services
- 8.1.1.2. Convenience Offered by Online Food Ordering and Delivery Services
- 8.1.1.3. Emergence of Advanced Online Services

8.2. Challenges

- 8.2.1. Negative Impact of Online Food Services
- 8.2.2. High Competition

9. IMPACT OF COVID-19 ON SAUDI ARABIA ONLINE FOOD ORDERING AND DELIVERY MARKET

9.1. Impact Assessment Model

- 9.1.1. Key Segments Impacted
- 9.1.2. Key Regions Impacted

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Enhancing Consumer Experience With Advance Technology
- 10.2. Expansion of Various Online Platforms
- 10.3. Boosting Purchasing Power of Consumers
- 10.4. Offer Convenience for Saving the Time
- 10.5. Rising Internet Penetration

11. SWOT ANALYSIS

- 11.1. Strengths
- 11.2. Weaknesses
- 11.3. Opportunities
- 11.4. Threats

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

- 12.1.1. Talabat for Restaurants Company W.L.L

- 12.1.1.1. Company Details
- 12.1.1.2. Products & Services
- 12.1.1.3. Financials (As Per Availability)
- 12.1.1.4. Key Market Focus & Geographical Presence
- 12.1.1.5. Recent Developments
- 12.1.1.6. Key Management Personnel
- 12.1.2. Uber Technologies Inc. (Uber Eats)
 - 12.1.2.1. Company Details
 - 12.1.2.2. Products & Services
 - 12.1.2.3. Financials (As Per Availability)
 - 12.1.2.4. Key Market Focus & Geographical Presence
 - 12.1.2.5. Recent Developments
 - 12.1.2.6. Key Management Personnel
- 12.1.3. HungerStation LTD.
 - 12.1.3.1. Company Details
 - 12.1.3.2. Products & Services
 - 12.1.3.3. Financials (As Per Availability)
 - 12.1.3.4. Key Market Focus & Geographical Presence
 - 12.1.3.5. Recent Developments
 - 12.1.3.6. Key Management Personnel
- 12.1.4. Careem Networks FZ LLC
 - 12.1.4.1. Company Details
 - 12.1.4.2. Products & Services
 - 12.1.4.3. Financials (As Per Availability)
 - 12.1.4.4. Key Market Focus & Geographical Presence
 - 12.1.4.5. Recent Developments
 - 12.1.4.6. Key Management Personnel
- 12.1.5. Mrsool Inc
 - 12.1.5.1. Company Details
 - 12.1.5.2. Products & Services
 - 12.1.5.3. Financials (As Per Availability)
 - 12.1.5.4. Key Market Focus & Geographical Presence
 - 12.1.5.5. Recent Developments
 - 12.1.5.6. Key Management Personnel
- 12.1.6. Future Arrow Tech. Ltd. (Lugmety)
 - 12.1.6.1. Company Details
 - 12.1.6.2. Products & Services
 - 12.1.6.3. Financials (As Per Availability)
 - 12.1.6.4. Key Market Focus & Geographical Presence

- 12.1.6.5. Recent Developments
- 12.1.6.6. Key Management Personnel
- 12.1.7. Aram Meem LLC (ToYou)
 - 12.1.7.1. Company Details
 - 12.1.7.2. Products & Services
 - 12.1.7.3. Financials (As Per Availability)
 - 12.1.7.4. Key Market Focus & Geographical Presence
 - 12.1.7.5. Recent Developments
 - 12.1.7.6. Key Management Personnel
- 12.1.8. Jahez International Company
 - 12.1.8.1. Company Details
 - 12.1.8.2. Products & Services
 - 12.1.8.3. Financials (As Per Availability)
 - 12.1.8.4. Key Market Focus & Geographical Presence
 - 12.1.8.5. Recent Developments
 - 12.1.8.6. Key Management Personnel
- 12.1.9. Wssel
 - 12.1.9.1. Company Details
 - 12.1.9.2. Products & Services
 - 12.1.9.3. Financials (As Per Availability)
 - 12.1.9.4. Key Market Focus & Geographical Presence
 - 12.1.9.5. Recent Developments
 - 12.1.9.6. Key Management Personnel
- 12.1.10. Incora LLC (Shadda)
 - 12.1.10.1. Business Overview
 - 12.1.10.2. Company Details
 - 12.1.10.3. Products & Services
 - 12.1.10.4. Financials (As Per Availability)
 - 12.1.10.5. Key Market Focus & Geographical Presence
 - 12.1.10.6. Recent Developments
 - 12.1.10.7. Key Management Personnel

13. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 13.1. Key Focus Areas
- 13.2. Target Operation Type
- 13.3. Target Payment

14. ABOUT & DISCLAIMER

(Note: The companies list can be customized based on the client requirements)

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