

United States Ghost Kitchen Market, By Product Type (Food, Beverage), By Source of Order (Web, Mobile App), By Payment Method (Cash on Delivery, Mobile Wallet, Card Transaction, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/U98E187287DFEN.html>

Date: April 2025

Pages: 81

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

ID: U98E187287DFEN

Abstracts

The United States Ghost Kitchen Market was valued at USD 2.88 billion in 2024 and is projected to reach USD 3.87 billion by 2030, growing at a CAGR of 5.11% during the forecast period. The market is evolving rapidly, driven by changes in consumer dining preferences and digital innovations in food service. The shift toward delivery-only restaurant models gained momentum during the COVID-19 pandemic, accelerating the establishment of ghost kitchens in major urban centers such as New York, Los Angeles, and Chicago. These kitchens enable cost-efficient operations by eliminating the need for dine-in infrastructure, reducing overhead, and increasing scalability. The rise of food delivery apps like Uber Eats, DoorDash, and Grubhub has facilitated the widespread adoption of this model. Moreover, ghost kitchens offer the flexibility to experiment with varied cuisines and adapt quickly to changing consumer tastes. Despite regulatory and operational challenges, the model continues to attract investment, indicating sustained market expansion.

Key Market Drivers

Surging Demand for Food Delivery Services

The escalating demand for food delivery services is a key catalyst propelling the U.S. ghost kitchen market. The growing preference for convenience, particularly among younger consumers in urban areas, has transformed the food consumption landscape. Digital food delivery platforms such as DoorDash, Uber Eats, and Grubhub have

streamlined the ordering process, making it easier for consumers to access restaurant-quality meals at home.

Ghost kitchens are uniquely positioned to capitalize on this trend, as their delivery-centric model eliminates the need for front-of-house operations. By focusing solely on production for off-premise consumption, these kitchens enhance speed, reduce costs, and expand geographic reach. As delivery continues to outpace dine-in traffic, ghost kitchens are becoming an increasingly integral part of the evolving foodservice ecosystem.

Key Market Challenges

Operational Complexity and Brand Management

Managing multiple virtual brands within a single ghost kitchen presents a significant operational challenge. Each brand may have its own unique ingredients, cooking processes, and quality standards, requiring meticulous coordination to avoid errors or inefficiencies. High order volumes during peak times further complicate execution, especially when staff are tasked with preparing diverse menu items simultaneously.

Brand visibility and customer engagement are also more difficult to achieve in a digital-only setting. Without in-person interactions or physical storefronts, ghost kitchens rely heavily on packaging, reviews, and third-party delivery platforms to build recognition and trust. Limited direct feedback channels can hinder improvements, and the absence of ambiance or service elements may reduce opportunities for customer loyalty, leading to fewer repeat purchases.

Key Market Trends

Expansion of Virtual Brands and Menu Diversification

A growing trend in the U.S. ghost kitchen industry is the proliferation of virtual brands—concepts that exist solely online without physical storefronts. These brands often operate from a shared kitchen space, allowing businesses to cater to multiple consumer segments simultaneously. For instance, a single ghost kitchen may produce different menus under separate brand identities, offering items like burgers, vegan meals, and desserts from the same location.

This model enables quick adaptation to market demands. Using data analytics from

food delivery platforms, operators can identify trends and fine-tune offerings in real time. Additionally, the inclusion of niche options such as gluten-free, keto, and plant-based meals reflects an increasing emphasis on personalization and health-conscious dining. The ability to diversify menus rapidly makes ghost kitchens agile and responsive to shifting consumer preferences.

Key Market Players

City Storage Systems LLC (Cloud Kitchen)

Kitchen United

Ghost Kitchen Orlando

Nextbite Brands LLC.

Reef Technology Inc.

All Day Technologies, Inc

Zomat USA LLC

Franchise Brands plc

Report Scope:

In this report, the United States Ghost Kitchen Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Ghost Kitchen Market, By Product Type:

Food

Beverage

United States Ghost Kitchen Market, By Source of Order:

Web

Mobile App

United States Ghost Kitchen Market, By Payment Method:

Cash on Delivery

Mobile Wallet

Card Transaction

Others

United States Ghost Kitchen Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Ghost Kitchen Market.

Available Customizations:

United States Ghost Kitchen Market report 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

Detailed analysis and profiling of additional market players (up

United States Ghost Kitchen Market, By Product Type (Food, Beverage), By Source of Order (Web, Mobile App), By...

t%li%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. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Satisfaction Level
- 4.2. Source of Information
- 4.3. Factor Influencing Purchase Decision

5. UNITED STATES GHOST KITCHEN MARKET OUTLOOK

- 5.1. Market Size & Forecast

- 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Food, Beverage)
 - 5.2.2. By Source of Order (Web, Mobile App)
 - 5.2.3. By Payment Method (Cash on Delivery, Mobile Wallet, Card Transaction, Others)
 - 5.2.4. By Regional
 - 5.2.5. By Company (2024)
- 5.3. Market Map

6. UNITED STATES FOOD MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Source of Order
 - 6.2.2. By Payment Method

7. UNITED STATES BEVERAGE MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Source of Order
 - 7.2.2. By Payment Method

8. MARKET DYNAMICS

- 8.1. Drivers
- 8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

- 9.1. Merger & Acquisition (If Any)
- 9.2. Product Launches (If Any)
- 9.3. Recent Developments

10. UNITED STATES ECONOMIC PROFILE

11. POLICY & REGULATORY LANDSCAPE

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

12.1.1. City Storage Systems LLC (Cloud Kitchen)

12.1.1.1. Business Overview

12.1.1.2. Company Snapshot

12.1.1.3. Products & Services

12.1.1.4. Financials (As Per Availability)

12.1.1.5. Key Market Focus & Geographical Presence

12.1.1.6. Recent Developments

12.1.1.7. Key Management Personnel

12.1.2. Kitchen United

12.1.3. Ghost Kitchen Orlando

12.1.4. Nextbite Brands LLC.

12.1.5. Reef technology Inc.

12.1.6. All Day Technologies, Inc

12.1.7. Zomato USA LLC

12.1.8. Franchise Brands plc

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Ghost Kitchen Market, By Product Type (Food, Beverage), By Source of Order (Web, Mobile App), By Payment Method (Cash on Delivery, Mobile Wallet, Card Transaction, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/U98E187287DFEN.html>

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

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U98E187287DFEN.html>