

# **Europe B2B Food Marketplace Platform Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Food Category (Chilled and Dairy, Grocery, Beverages, and Others) and Enterprise Size (SMEs and Large Enterprises)**

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## **Abstracts**

The Europe B2B food marketplace platform market is expected to grow from US\$ 5,968.00 million in 2022 to US\$ 15,623.95 million by 2028. It is estimated to grow at a CAGR of 17.4% from 2022 to 2028.

Better Communications Between SMEs and Buyers Due to Smartphones and Tablets is driving the growth of Europe B2B food marketplace platform market

The demand for B2B food marketplace platforms is mainly driven by small and medium enterprises. Moreover, the availability of well-developed internet infrastructure and acceptance of advanced technologies create a favorable environment for start-ups in the country, especially, for companies that use the internet marketplace to do business. Due to lower communication and infrastructure costs, established organizations and major corporations are also gravitating toward the online marketplace. B2B food marketplace platforms allow organizations to reach out to more clients, thereby providing essential exposure to the firm. The rising importance of online marketing tools, such as Google and Facebook advertisements, is also propelling the online marketplace. Furthermore, due to the prominence of social media apps, marketing alternatives are aplenty these days, which aid in the continuous development of the online marketplace. 4G and 5G technologies, which aid in robust internet connectivity, are likely to have a beneficial impact on the B2B food marketplace platform market in the coming years, as it offers users a continuous, seamless experience. Moreover, customers' exposure to online buying is increasing with the elevating use of

smartphones, which supports growth of the Europe B2B food marketplace platform market.

## Europe B2B Food Marketplace Platform Market Overview

The Europe B2B food marketplace platform market is segmented into Germany, France, Italy, Russia, and the UK. Europe witnessed promising results for tech investments in 2022. According to the State of European Tech, tech investments in Europe crossed the US\$ 100 billion landmark in 2021 and are expected to reach US\$ 85 billion by the end of 2022. The demand for software development services in the region is gradually growing due to factors such as the increased deployment of IT along with digital transformation. Further, in February 2020, the European Commission announced its strategic plan to shape Europe's digital future. The plan aims to develop a European society empowered by digital solutions, boost the design of trustworthy and advanced technologies.

## Europe B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)

### Europe B2B Food Marketplace Platform Market Segmentation

The Europe B2B food marketplace platform market is segmented into food category, enterprise size, and country. Based on food category, the Europe B2B food marketplace platform market is segmented into chilled and dairy, grocery, beverages, others. The grocery segment registered the largest market share in 2022.

Based on enterprise size, the Europe B2B food marketplace platform market is segmented into SMEs and large enterprises. The SMEs segment registered a larger market share in 2022.

Based on country, the Europe B2B food marketplace platform market is segmented into Germany, UK, France, Italy, Russia, Spain, Belgium, and the Rest of Europe. UK dominated the market share in 2022.

Amazon.com Inc, Emerge SRL, EWorldTrade Inc, FoodsTrade, and uFoodin SAS are the leading companies operating in the Europe B2B food marketplace platform market.

## Contents

### **1. INTRODUCTION**

- 1.1 Scope of the Study
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
  - 1.3.1 Europe B2B Food Marketplace Platform Market – by Food category
  - 1.3.2 Europe B2B Food Marketplace Platform Market – by Enterprise Size
  - 1.3.3 Europe B2B Food Marketplace Platform Market – by Country

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. EUROPE B2B FOOD MARKETPLACE PLATFORM MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 Europe PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinion

### **5. EUROPE B2B FOOD MARKETPLACE PLATFORM MARKET – KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Better Communications Between SMEs and Buyers Due to Smartphones and Tablets
  - 5.1.2 Contract-Based Pricing of Products
- 5.2 Market Restraints
  - 5.2.1 Reluctance Among Consumers to Shift to Online Buying Platforms
- 5.3 Market Opportunities
  - 5.3.1 Innovations in Product Selling Models
- 5.4 Future Trends

- 5.4.1 Increasing Adoption of E-Commerce Platforms
- 5.5 Impact Analysis of Drivers and Restraints

## **6. B2B FOOD MARKETPLACE PLATFORM MARKET – EUROPE MARKET ANALYSIS**

- 6.1 Europe B2B Food Marketplace Platform Market Overview
- 6.2 Europe B2B Food Marketplace Platform Market Forecast and Analysis

## **7. EUROPE B2B FOOD MARKETPLACE PLATFORM MARKET – BY FOOD CATEGORY**

- 7.1 Overview
- 7.2 Europe B2B Food Marketplace Platform Market, By Food Category (2021 and 2028)
- 7.3 Chilled and Dairy
  - 7.3.1 Overview
  - 7.3.2 Chilled and Dairy: B2B Food Marketplace Platform Market Revenue and Forecast To 2028 (US\$ Million)
- 7.4 Grocery
  - 7.4.1 Overview
  - 7.4.2 Grocery: B2B Food Marketplace Platform Market Revenue and Forecast To 2028 (US\$ Million)
- 7.5 Beverages
  - 7.5.1 Overview
  - 7.5.2 Beverages: B2B Food Marketplace Platform Market Revenue and Forecast To 2028 (US\$ Million)
- 7.6 Others
  - 7.6.1 Overview
  - 7.6.2 Others: B2B Food Marketplace Platform Market Revenue and Forecast To 2028 (US\$ Million)

## **8. EUROPE B2B FOOD MARKETPLACE PLATFORM MARKET – BY ENTERPRISE SIZE**

- 8.1 Overview
- 8.2 Europe B2B Food Marketplace Platform Market, By Enterprise size (2021 and 2028)
- 8.3 SMEs
  - 8.3.1 Overview
  - 8.3.2 SMEs: B2B Food Marketplace Platform Market Revenue and Forecast To 2028

(US\$ Million)

8.4 Large Enterprises

8.4.1 Overview

8.4.2 Large Enterprises: B2B Food Marketplace Platform Market Revenue and Forecast To 2028 (US\$ Million)

## **9. EUROPE B2B FOOD MARKETPLACE PLATFORM MARKET – COUNTRY ANALYSIS**

9.1 Overview

9.1.1 Europe: B2B Food Marketplace Platform Market, by Key Country

9.1.1.1 Germany: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.1.1 Germany: B2B Food Marketplace Platform Market, By Food Category

9.1.1.1.2 Germany: B2B Food Marketplace Platform Market, By Enterprise Size

9.1.1.2 UK: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.2.1 UK: B2B Food Marketplace Platform Market, By Food Category

9.1.1.2.2 UK: B2B Food Marketplace Platform Market, By Enterprise Size

9.1.1.3 France: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.3.1 France: B2B Food Marketplace Platform Market, By Food Category

9.1.1.3.2 France: B2B Food Marketplace Platform Market, By Enterprise Size

9.1.1.4 Italy: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.4.1 Italy: B2B Food Marketplace Platform Market, By Food Category

9.1.1.4.2 Italy: B2B Food Marketplace Platform Market, By Enterprise Size

9.1.1.5 Russia: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.5.1 Russia: B2B Food Marketplace Platform Market, By Food Category

9.1.1.5.2 Russia: B2B Food Marketplace Platform Market, By Enterprise Size

9.1.1.6 Spain: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.6.1 Spain: B2B Food Marketplace Platform Market, By Food Category

9.1.1.6.2 Spain: B2B Food Marketplace Platform Market, By Enterprise Size

9.1.1.7 Belgium: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.7.1 Belgium: B2B Food Marketplace Platform Market, By Food Category

9.1.1.7.2 Belgium: B2B Food Marketplace Platform Market, By Enterprise Size

9.1.1.8 Rest of Europe: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

9.1.1.8.1 Rest of Europe: B2B Food Marketplace Platform Market, By Food Category

9.1.1.8.2 Rest of Europe: B2B Food Marketplace Platform Market, By Enterprise Size

## **10. COMPANY PROFILES**

10.1 FoodsTrade

10.1.1 Key Facts

10.1.2 Business Description

10.1.3 Products and Services

10.1.4 Financial Overview

10.1.5 SWOT Analysis

10.1.6 Key Developments

10.2 Amazon.com Inc

10.2.1 Key Facts

10.2.2 Business Description

10.2.3 Products and Services

10.2.4 Financial Overview

10.2.5 SWOT Analysis

10.2.6 Key Developments

10.3 EWorldTrade Inc

10.3.1 Key Facts

10.3.2 Business Description

10.3.3 Products and Services

10.3.4 Financial Overview

10.3.5 SWOT Analysis

10.3.6 Key Developments

10.4 uFoodin SAS

10.4.1 Key Facts

10.4.2 Business Description

10.4.3 Products and Services

10.4.4 Financial Overview

10.4.5 SWOT Analysis

10.4.6 Key Developments

10.5 Emerge SRL

10.5.1 Key Facts

10.5.2 Business Description

10.5.3 Products and Services

10.5.4 Financial Overview

10.5.5 SWOT Analysis

10.5.6 Key Developments

## **11. APPENDIX**

11.1 About The Insight Partners

11.2 Glossary

## List Of Tables

### LIST OF TABLES

Table 1. Europe B2B Food Marketplace Platform Market, Revenue and Forecast, 2019–2028 (US\$ Mn)

Table 2. Europe: B2B Food Marketplace Platform Market, by Country – Revenue and Forecast to 2028 (US\$ Million)

Table 3. Germany: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 4. Germany: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 5. UK: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 6. UK: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 7. France: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 8. France: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 9. Italy: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 10. Italy: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 11. Russia: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 12. Russia: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 13. Spain: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 14. Spain: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 15. Belgium: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 16. Belgium: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 17. Rest of Europe: B2B Food Marketplace Platform Market, By Food Category – Revenue and Forecast to 2028 (US\$ Million)

Table 18. Rest of Europe: B2B Food Marketplace Platform Market, By Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)



Table 19. Glossary of Terms, Europe B2B Food Marketplace Platform Market

## List Of Figures

### LIST OF FIGURES

- Figure 1. Europe B2B Food Marketplace Platform Market Segmentation
- Figure 2. Europe B2B Food Marketplace Platform Market Segmentation – by Country
- Figure 3. Europe B2B Food Marketplace Platform Market Overview
- Figure 4. Europe B2B Food Marketplace Platform Market, by Food Category
- Figure 5. Europe B2B Food Marketplace Platform Market, by Country
- Figure 6. Europe: PEST Analysis
- Figure 7. B2B Food Marketplace Platform Market Ecosystem Analysis
- Figure 8. Expert Opinion
- Figure 9. Europe B2B Food Marketplace Platform Market: Impact Analysis of Drivers and Restraints
- Figure 10. Europe B2B Food Marketplace Platform Market, Forecast and Analysis (US\$ Mn)
- Figure 11. Europe B2B Food Marketplace Platform Market, By Food Category (2021 and 2028)
- Figure 12. Chilled and Dairy: Europe B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)
- Figure 13. Grocery: Europe B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)
- Figure 14. Beverages: Europe B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)
- Figure 15. Others: Europe B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)
- Figure 16. Europe B2B Food Marketplace Platform Market, By Enterprise Size (2021 and 2028)
- Figure 17. SMEs: Europe B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)
- Figure 18. Large Enterprises: Europe B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)
- Figure 19. Europe: B2B Food Marketplace Platform Market, by Key Country – Revenue (2021) (US\$ Million)
- Figure 20. Europe: B2B Food Marketplace Platform Market Revenue Share, by Key Country (2021 & 2028)
- Figure 21. Germany: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 22. UK: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 23. France: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 24. Italy: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 25. Russia: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Spain: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 27. Belgium: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Rest of Europe: B2B Food Marketplace Platform Market – Revenue and Forecast to 2028 (US\$ Million)

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