

Middle East & Africa B2B Food Marketplace Platform Market Forecast to 2028 - Regional Analysis - by Food Category (Chilled and Dairy, Grocery, Beverages, and Others) and Enterprise Size (SMEs and Large Enterprises)

<https://marketpublishers.com/r/ME542E3C540FEN.html>

Date: December 2023

Pages: 84

Price: US\$ 3,550.00 (Single User License)

ID: ME542E3C540FEN

Abstracts

The Middle East & Africa B2B food marketplace platform market is expected to grow from US\$ 1,568.98 million in 2022 to US\$ 3,436.00 million by 2028. It is estimated to grow at a CAGR of 14.0% from 2022 to 2028.

Increasing Adoption of E-Commerce Platforms Fuels Middle East & Africa B2B Food Marketplace Platform Market

An increase in online purchasing is attributed to the growing number of online retailers and virtual marketplaces across the world. Small enterprises, c-stores, and e-commerce corporations are increasingly focusing on sophisticated solutions such as marketplace platforms. These platforms assist in efficient and effective management and control of their operations and processes. Lowering cross-border trade barriers throughout the world creates significant opportunities for sellers and enterprises to extend their product reach internationally. E-commerce companies, shopping malls, and other businesses, such as small stores and shops, are turning to online marketplaces to sell their products, which is boosting the B2B food marketplace platform industry.

Middle East & Africa B2B Food Marketplace Platform Market Overview

The Middle East & Africa (MEA) market is segmented into South Africa, the UAE, Turkey, Nigeria, Morocco, and the Rest of MEA. At present, the Gulf countries are steadily inclining toward the adoption of transformative digital technologies in various

industry verticals with an objective to develop and enhance the overall socio-economic conditions of the countries. The changing consumer preference is another factor supporting the rise in the use of digital technologies. Thus, the Middle East & Africa B2B food marketplace platforms market across the region is positively influenced by several factors such as a surge in demand for advanced digital technology and optimization of business operations in the food & beverages and food service industries.

The MEA has observed a rapid rise in food production and consumption. The food service industry's growth has led to the increased import of various food items such as vegetables, sugar, fat, meat, wheat, and rice. Thus, due to the increasing demand for convenience and ready-to-cook food products, the need for B2B food marketplace platforms is also growing across the region. Further, owing to the strong cultural influence in the region, the practice of dining out by the local masses is significantly lower compared to other regions. Thus, all these factors are contributing to the growth of the food service industry, which is subsequently propelling the adoption of B2B food marketplace platforms in the region.

Middle East & Africa B2B Food Marketplace Platform Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa B2B Food Marketplace Platform Market Segmentation

The Middle East & Africa B2B food marketplace platform market is segmented into food category, enterprise size, and country.

Based on food category, the Middle East & Africa B2B food marketplace platform market is segmented into chilled and dairy, grocery, beverages, and others. The grocery segment held the largest share of the Middle East & Africa B2B food marketplace platform market in 2022.

Based on enterprise size, the Middle East & Africa B2B food marketplace platform market is segmented into SMEs and large enterprises. The large enterprises segment held a larger share of the Middle East & Africa B2B food marketplace platform market in 2022.

Based on country, the Middle East & Africa B2B food marketplace platform market is segmented into South Africa, the UAE, Turkey, Nigeria, Morocco, and the Rest of Middle East & Africa. The UAE dominated the Middle East & Africa B2B food marketplace platform market in 2022.

Agorara (OKNetTV Pty Ltd), Amazon.com Inc, eFoodChoice.com (3 Seasons Technology Co Ltd), and Global Trade Plaza (Webixy Technologies Pvt. Ltd) are some of the leading companies operating in the Middle East & Africa B2B food marketplace platform market.

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