

# North America 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 North America B2B food marketplace platform market is expected to grow from US\$ 7,927.03 million in 2022 to US\$ 18,870.38 million by 2028. It is estimated to grow at a CAGR of 15.6% from 2022 to 2028.

Contract-Based Pricing of Products is fueling the growth of North America B2B food marketplace platform market

Supply firms attract consumers by giving discounts or special deals on their products or when a certain volume is purchased. Suppliers and businesses frequently enter into enterprise-level pricing arrangements, and the market price of any given item is kept consistent. Price transparency is maintained in the food B2B sector as well. This dynamic typically benefits suppliers, who may adopt a price discrimination strategy based on customers' ability and willingness to pay. For example, eFoodChoice.com is a food B2B online platform firm that helps international food vendors and buyers expand their merchandising channels, develop their online business internationally, and sustainably increase their profitability. Depending on the quantity of the goods, the firm provides an exclusive pricing range for the buyers. The company has also set minimum order quantities (MOQs) for each product category. With such contractual pricing of products, end users can select the optimal number of goods at a fair price, in turn, triggering the demand for North America B2B food marketplace platform market .

North America B2B Food Marketplace Platform Market Overview

The North America B2B food marketplace platform market is segmented into the US, Canada, and Mexico. Technological advancements and developments in foodservice industry have led to a highly competitive market for all industries in North America B2B food marketplace platform market. Many major investors are investing in technological developments in foodservice industry across the region. Companies in North America B2B food marketplace platform market are continuously enhancing their overall business processes to meet customer demands for high-quality services. In North America, many well-established restaurants such as Subway, Starbucks, McDonald's, Dunkin', Pizza Hut, Burger King, Wendy's, and Taco Bel, along with grocery retail chains such as Walmart, Kroger, Costco, Safeway, Albertsons, Vons, Food Lion, and Stop & Shop, are inclined toward adopting advanced technologies as these companies have an extensive global supply chain and huge investment in advance technologies.

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

North America B2B Food Marketplace Platform Market Segmentation

The North America B2B food marketplace platform market is segmented into food category, enterprise size, and country. Based on food category, the North America 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 North America 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 North America B2B food marketplace platform market is segmented into US, Canada, and Mexico. US dominated the market share in 2022.

Amazon.com Inc, Cheetah Technologies Inc, EWorldTrade Inc, FoodMaven Corp, FoodsTrade, Pod Foods Co, and VendorHero Inc (Notch) are the leading companies operating in the North America B2B food marketplace platform market in the region.

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