

# **South & Central America 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)**

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## **Abstracts**

The South & Central America B2B food marketplace platform market is expected to grow from US\$ 897.40 million in 2022 to US\$ 1,761.45 million by 2028. It is estimated to grow at a CAGR of 11.9% from 2022 to 2028.

### **Innovations in Product Selling Models Fuels South & Central America B2B Food Marketplace Platform Market**

Companies are concentrating their efforts on enhancing their production capacities, go-to-market processes, and digital activities (such as e-commerce presence and scale expansion). The COVID-19 pandemic has encouraged every firm to make reforms in their marketing strategies post normalcy. Every organization, big or small, has been concentrating on developing new business models to meet changing customer needs. For example, PepsiCo Inc. has launched its direct-to-consumer (DTC) websites Snacks.com and PantryShop.com in response to the increased demand during the COVID-19 pandemic. Both websites are aimed to gain profit from the growing trend of e-commerce among customers to satisfy their food and beverage demands amid the current health crisis. PepsiCo is promoting its Pepsi, Frito-Lay, Gatorade, Quaker Oats, and other well-known brands on these sites. Such initiatives influence other businesses to innovate their online marketplaces based on demand. Thus, such innovations in product selling models are likely to provide growth opportunities to B2B food marketplace platform providers in the coming years.

## South & Central America B2B Food Marketplace Platform Market Overview

The South & Central America B2B food marketplace platform market is segmented into Brazil, Argentina, and the Rest of South & Central America. There is a strong presence of various domestic and international food & beverage companies in the region. The food & beverages industry in South & Central America has a diverse consumer base due to surging demand for convenience food. Growing expenditure on convenience food products and rising disposable income are the major factors driving the adoption of packaged food in South & Central America. Moreover, the rising investments by major players to optimize the supply chain and improve business operations are expected to boost the overall food & beverages industry in the coming years.

South & Central America is a fast-developing market in terms of food & beverages and dairy industries across the world; however, it is less mature and slow compared to other regions. Moreover, businesses in this region are gradually opting for digital transformations to become more competitive. Digital innovation in Brazil and Colombia is gaining significant traction, while Chile is ranked among the highest in adopting digitization and innovation. Also, the growing tourism in South & Central American countries will rise the demand for hotels and restaurants, thus leading to the growth of food service industry in the region. Therefore, the growth of food service industry and increasing inclination toward digital transformation will propel the growth of the South & Central America B2B food marketplace platforms market across the region.

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

## South & Central America B2B Food Marketplace Platform Market Segmentation

The South & Central America B2B food marketplace platform market is segmented into food category, enterprise size, and country.

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

Based on enterprise size, the South & Central America B2B food marketplace platform market is segmented into SMEs and large enterprises. The large enterprises segment held the largest share of the South & Central America B2B food marketplace platform

market in 2022.

Based on country, the South & Central America B2B food marketplace platform market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America B2B food marketplace platform market in 2022.

Agorara (OKNetTV Pty Ltd), Amazon.com Inc , Biolinked, and eFoodChoice.com (3 Seasons Technology Co Ltd) are some of the leading companies operating in the South & Central America B2B food marketplace platform market.

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