

**Asia Pacific 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)**

Market Report | 2023-02-10 | 86 pages | The Insight Partners

**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The Asia Pacific B2B food marketplace platform market is expected to grow from US\$ 12,965.37 million in 2022 to US\$ 39,296.84 million by 2028. It is estimated to grow at a CAGR of 20.3% from 2022 to 2028.

Increasing Adoption of E-Commerce Platforms is fueling the growth of Asia Pacific B2B food marketplace platform market

An increase in online purchasing is attributed to the growing number of online retailers and virtual marketplaces across the region. 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 is creating 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.

**Asia Pacific B2B Food Marketplace Platform Market Overview**

The major contributors to the growth of the Asia Pacific B2B food marketplace platform market are Australia, China, Japan, India, and South Korea. Rapid technological advancements, digitalization of economies, and sufficient government support are a few of the key factors affecting the adoption of digital solutions such as B2B food marketplace platforms across the region. Moreover, the growth of the food service industry in Asia Pacific is characterized by the presence of a large young population and a surge in disposable income. Further, fast-food restaurant chains are heavily investing in Malaysia, China, India, Indonesia, and South

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Korea, among others owing to the growing rate of the food service industry in this region. Moreover, a few of the major players operating in the Asia Pacific B2B food marketplace platform market such as Telio Vietnam Co., Ltd; IndiaMart; Flipkart; Agorara; eFoodChoice.com; and Jumbotail Technologies Pvt. Ltd. are actively expanding their reach by adopting various strategic activities. For instance, in December 2019, Telio, the Vietnamese B2B e-commerce platform, announced that it raised US\$ 25 million in its series A funding round led by Tiger Global. Also, various other companies such as GGV Capital, Sequoia India, and RTP Global participated in the round. Similarly, in November 2021, the company raised US\$ 51 million in its pre-Series B funding. Thus, the growing adoption of B2B e-commerce platform by the market players will boost the growth of market in the forecasted period.

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

#### Asia Pacific B2B Food Marketplace Platform Market Segmentation

The Asia Pacific B2B food marketplace platform market is segmented into food category, enterprise size, and country. Based on food category, the Asia Pacific 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 Asia Pacific 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 Asia Pacific B2B food marketplace platform market is segmented into China, Japan, India, Australia, Indonesia, Malaysia, Thailand, and the Rest of Asia Pacific. China dominated the market share in 2022.

3 Seasons Technology Co Ltd, Amazon.com Inc, EWorldTrade Inc, and FoodsTrade are the leading companies operating in the Asia Pacific B2B food marketplace platform market.

#### Table of Contents:

##### TABLE OF CONTENTS

1. Introduction
  - 1.1 Scope of the Study
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
    - 1.3.1 Asia Pacific B2B Food Marketplace Platform Market - by Food category
    - 1.3.2 Asia Pacific B2B Food Marketplace Platform Market - by Enterprise Size
    - 1.3.3 Asia Pacific 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. Asia Pacific B2B Food Marketplace Platform Market Landscape
  - 4.1 Market Overview
  - 4.2 Asia Pacific PEST Analysis
  - 4.3 Ecosystem Analysis
  - 4.4 Expert Opinion
5. Asia Pacific 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 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 - Asia Pacific Market Analysis
  - 6.1 Asia Pacific B2B Food Marketplace Platform Market Forecast and Analysis
- 7. Asia Pacific B2B Food Marketplace Platform Market - by Food Category
  - 7.1 Overview
  - 7.2 Asia Pacific 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. Asia Pacific B2B Food Marketplace Platform Market - by Enterprise Size
  - 8.1 Overview
  - 8.2 Asia Pacific 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. Asia Pacific B2B Food Marketplace Platform Market - Country Analysis
  - 9.1 Overview
    - 9.1.1 Asia Pacific: B2B Food Marketplace Platform Market, by Key Country
      - 9.1.1.1 China: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)
        - 9.1.1.1.1 China: B2B Food Marketplace Platform Market, By Food Category
          - 9.1.1.1.2 China: B2B Food Marketplace Platform Market, By Enterprise Size
            - 9.1.1.1.2 Japan: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)
              - 9.1.1.2.1 Japan: B2B Food Marketplace Platform Market, By Food Category
              - 9.1.1.2.2 Japan: B2B Food Marketplace Platform Market, By Enterprise Size
            - 9.1.1.3 India: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)
              - 9.1.1.3.1 India: B2B Food Marketplace Platform Market, By Food Category
              - 9.1.1.3.2 India: B2B Food Marketplace Platform Market, By Enterprise Size
            - 9.1.1.4 Australia: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.1.1.4.1 Australia: B2B Food Marketplace Platform Market, By Food Category
- 9.1.1.4.2 Australia: B2B Food Marketplace Platform Market, By Enterprise Size
- 9.1.1.5 Indonesia: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)
- 9.1.1.5.1 Indonesia: B2B Food Marketplace Platform Market, By Food Category
- 9.1.1.5.2 Indonesia: B2B Food Marketplace Platform Market, By Enterprise Size
- 9.1.1.6 Malaysia: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)
- 9.1.1.6.1 Malaysia: B2B Food Marketplace Platform Market, By Food Category
- 9.1.1.6.2 Malaysia: B2B Food Marketplace Platform Market, By Enterprise Size
- 9.1.1.7 Thailand: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)
- 9.1.1.7.1 Thailand: B2B Food Marketplace Platform Market, By Food Category
- 9.1.1.7.2 Thailand: B2B Food Marketplace Platform Market, By Enterprise Size
- 9.1.1.8 Rest of Asia Pacific: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)
- 9.1.1.8.1 Rest of Asia Pacific: B2B Food Marketplace Platform Market, By Food Category
- 9.1.1.8.2 Rest of Asia Pacific: B2B Food Marketplace Platform Market, By Enterprise Size
- 10. Industry Landscape
- 10.1 Overview
- 10.2 Market Initiative
- 11. Company Profiles
- 11.1 FoodsTrade
- 11.1.1 Key Facts
- 11.1.2 Business Description
- 11.1.3 Products and Services
- 11.1.4 Financial Overview
- 11.1.5 SWOT Analysis
- 11.1.6 Key Developments
- 11.2 Amazon.com Inc
- 11.2.1 Key Facts
- 11.2.2 Business Description
- 11.2.3 Products and Services
- 11.2.4 Financial Overview
- 11.2.5 SWOT Analysis
- 11.2.6 Key Developments
- 11.3 EWorldTrade Inc
- 11.3.1 Key Facts
- 11.3.2 Business Description
- 11.3.3 Products and Services
- 11.3.4 Financial Overview
- 11.3.5 SWOT Analysis
- 11.3.6 Key Developments
- 11.4 3 Seasons Technology Co Ltd
- 11.4.1 Key Facts
- 11.4.2 Business Description
- 11.4.3 Products and Services
- 11.4.4 Financial Overview
- 11.4.5 SWOT Analysis
- 11.4.6 Key Developments
- 12. Appendix

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

12.1 About The Insight Partners

12.2 Glossary

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Asia Pacific 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)**

Market Report | 2023-02-10 | 86 pages | The Insight Partners

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Price	\$3000.00
	Site Price	\$4000.00
	Enterprise Price	\$5000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

A large, empty rectangular box with a thin black border, intended for a signature.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)