

**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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**AVAILABLE LICENSES:**

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

**Report description:**

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

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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.

#### 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 North America B2B Food Marketplace Platform Market - by Food category
    - 1.3.2 North America B2B Food Marketplace Platform Market - by Enterprise Size
    - 1.3.3 North America 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. North America B2B Food Marketplace Platform Market Landscape
  - 4.1 Market Overview
  - 4.2 North America PEST Analysis
  - 4.3 Ecosystem Analysis
  - 4.4 Expert Opinion
5. North America 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

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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 - North America Market Analysis	
6.1 North America B2B Food Marketplace Platform Market Overview	
6.2 North America B2B Food Marketplace Platform Market Forecast and Analysis	
7. North America B2B Food Marketplace Platform Market - by Food Category	
7.1 Overview	
7.2 North America 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. North America B2B Food Marketplace Platform Market - by Enterprise Size	
8.1 Overview	
8.2 North America 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. North America B2B Food Marketplace Platform Market - Country Analysis	
9.1 Overview	
9.1.1 North America: B2B Food Marketplace Platform Market, by Key Country	
9.1.1.1 US: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)	
9.1.1.1.1 US: B2B Food Marketplace Platform Market, By Food Category	
9.1.1.1.2 US: B2B Food Marketplace Platform Market, By Enterprise Size	
9.1.1.2 Canada: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)	
9.1.1.2.1 Canada: B2B Food Marketplace Platform Market, By Food Category	
9.1.1.2.2 Canada: B2B Food Marketplace Platform Market, By Enterprise Size	
9.1.1.3 Mexico: B2B Food Marketplace Platform Market - Revenue and Forecast to 2028 (US\$ Million)	
9.1.1.3.1 Mexico: B2B Food Marketplace Platform Market, By Food Category	
9.1.1.3.2 Mexico: B2B Food Marketplace Platform Market, By Enterprise Size	
10. Industry Landscape	

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- 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 FoodMaven Corp
    - 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 Amazon.com 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 EWorldTrade Inc
    - 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
  - 11.5 Cheetah Technologies Inc
    - 11.5.1 Key Facts
    - 11.5.2 Business Description
    - 11.5.3 Products and Services
    - 11.5.4 Financial Overview
    - 11.5.5 SWOT Analysis
    - 11.5.6 Key Developments
  - 11.6 Pod Foods Co
    - 11.6.1 Key Facts
    - 11.6.2 Business Description
    - 11.6.3 Products and Services
    - 11.6.4 Financial Overview
    - 11.6.5 SWOT Analysis
    - 11.6.6 Key Developments
  - 11.7 VendorHero Inc (Notch)
    - 11.7.1 Key Facts

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- 11.7.2 Business Description
- 11.7.3 Products and Services
- 11.7.4 Financial Overview
- 11.7.5 SWOT Analysis
- 11.7.6 Key Developments
- 12. Appendix
- 12.1 About The Insight Partners
- 12.2 Glossary

**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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