

China Online Food Delivery Market Report and Forecast 2024-2032

Market Report | 2023-12-21 | 211 pages | EMR Inc.

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Report description:

China Online Food Delivery Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the China online food delivery market grew largely in 2023. Aided by the rapid urbanisation, technological advancements, and changing consumer preferences towards convenience, the market is projected to further grow at a CAGR of 14.5% between 2024 and 2032.

Online food delivery services, characterised by their ease of use and promptness, have reshaped the culinary landscape in China. Platforms, predominantly app-based, allow consumers to explore a plethora of local and international cuisines and have them delivered right to their doorsteps. This service aligns seamlessly with China's tech-savvy population, especially among the younger demographic, who value efficiency in their daily routines.

A driving force behind the surge in China online food delivery market growth is the substantial smartphone penetration and robust digital infrastructure across the country. Alongside this, the integration of powerful payment gateways such as Alipay and WeChat Pay ensures a seamless transaction experience for users, further enhancing the appeal of online food ordering.

Additionally, with the heightened awareness of health and wellness, many consumers in China are gradually moving towards balanced diets. Recognising this shift, several online food delivery platforms have started to offer a diverse range of healthy food options, from vegan and keto to gluten-free and organic. This trend not only satiates the nutritional needs of consumers but also diversifies the market offerings, drawing in a broader user base.

The dynamic startup ecosystem in the country is also boosting the China online food delivery market demand. Numerous startups, backed by significant venture capital, are entering the online food delivery domain, bringing innovative solutions, varied cuisine choices, and advanced technological integrations. These startups often focus on niche segments, such as gourmet meals, diet-specific foods, or even sustainability by promoting eco-friendly packaging.

An emerging China online food delivery market trend in this domain is the cloud kitchen or "virtual kitchen" model. These are delivery-only kitchens without a physical dining space. Given the reduced overhead costs associated with this model, several entrepreneurs and existing restaurants are exploring this avenue, leading to a further expansion of the online food delivery ecosystem in China.

Market Segmentation

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The market can be divided based on platform, delivery type, payment method, and cities.

Market Breakup by Platform

- Website
- Mobile Application

Market Breakup by Delivery Type

- Restaurant-to-Consumer Delivery
- Platform-to-Consumer Delivery

Market Breakup by Payment Method

- Online
- Cash on Delivery

Market Breakup by Cities

- Shanghai
- Zhejiang
- Guangdong
- Jiangsu
- Beijing
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the China online food delivery market. Some of the major players explored in the report by Expert Market Research are as follows:

- Meituan Dianping
- Ele.me
- DiDi Food
- Others

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