

China Online Food Delivery Market Report and Forecast 2024-2032

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

AVAILABLE LICENSES:

- Single User License \$2799.00
- Five User License \$3999.00
- Corporate License \$4999.00

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Snapshot
 - 6.1 China
- 7 Opportunities and Challenges in the Market
- 8 China Online Food Delivery Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 China Online Food Delivery Historical Market (2018-2023)
 - 8.3 China Online Food Delivery Market Forecast (2024-2032)
 - 8.4 China Online Food Delivery Market by Platform
 - 8.4.1 Website
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Mobile Application
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.5 China Online Food Delivery Market by Delivery Type
 - 8.5.1 Restaurant-to-Consumer Delivery
 - 8.5.1.1 Historical Trend (2018-2023)
 - 8.5.1.2 Forecast Trend (2024-2032)
 - 8.5.2 Platform-to-Consumer Delivery
 - 8.5.2.1 Historical Trend (2018-2023)
 - 8.5.2.2 Forecast Trend (2024-2032)
 - 8.6 China Online Food Delivery Market by Payment Method
 - 8.6.1 Online
 - 8.6.1.1 Historical Trend (2018-2023)
 - 8.6.1.2 Forecast Trend (2024-2032)
 - 8.6.2 Cash on Delivery
 - 8.6.2.1 Historical Trend (2018-2023)
 - 8.6.2.2 Forecast Trend (2024-2032)
 - 8.7 China Online Food Delivery Market by Cities
 - 8.7.1 Shanghai
 - 8.7.2 Zhejiang
 - 8.7.3 Guangdong
 - 8.7.4 Jiangsu
 - 8.7.5 Beijing
 - 8.7.6 Others
- 9 Regional Analysis
 - 9.1 Shanghai
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Zhejiang
 - 9.2.1 Historical Trend (2018-2023)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 9.2.2 Forecast Trend (2024-2032)
- 9.3 Guangdong
 - 9.3.1 Historical Trend (2018-2023)
 - 9.3.2 Forecast Trend (2024-2032)
- 9.4 Jiangsu
 - 9.4.1 Historical Trend (2018-2023)
 - 9.4.2 Forecast Trend (2024-2032)
- 9.5 Beijing
 - 9.5.1 Historical Trend (2018-2023)
 - 9.5.2 Forecast Trend (2024-2032)
- 10 Market Dynamics
 - 10.1 SWOT Analysis
 - 10.1.1 Strengths
 - 10.1.2 Weaknesses
 - 10.1.3 Opportunities
 - 10.1.4 Threats
 - 10.2 Porter's Five Forces Analysis
 - 10.2.1 Supplier's Power
 - 10.2.2 Buyer's Power
 - 10.2.3 Threat of New Entrants
 - 10.2.4 Degree of Rivalry
 - 10.2.5 Threat of Substitutes
 - 10.3 Key Indicators for Demand
 - 10.4 Key Indicators for Price
- 11 Value Chain Analysis
- 12 Competitive Landscape
 - 12.1 Market Structure
 - 12.2 Company Profiles
 - 12.2.1 Meituan Dianping
 - 12.2.1.1 Company Overview
 - 12.2.1.2 Product Portfolio
 - 12.2.1.3 Demographic Reach and Achievements
 - 12.2.1.4 Certifications
 - 12.2.2 Ele.me
 - 12.2.2.1 Company Overview
 - 12.2.2.2 Product Portfolio
 - 12.2.2.3 Demographic Reach and Achievements
 - 12.2.2.4 Certifications
 - 12.2.3 DiDi Food
 - 12.2.3.1 Company Overview
 - 12.2.3.2 Product Portfolio
 - 12.2.3.3 Demographic Reach and Achievements
 - 12.2.3.4 Certifications
 - 12.2.4 Others
- 13 Key Trends and Developments in the Market

List of Key Figures and Tables

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

1. China Online Food Delivery Market: Key Industry Highlights, 2018 and 2032
2. China Online Food Delivery Historical Market: Breakup by Platform (USD Million), 2018-2023
3. China Online Food Delivery Market Forecast: Breakup by Platform (USD Million), 2024-2032
4. China Online Food Delivery Historical Market: Breakup by Delivery Type (USD Million), 2018-2023
5. China Online Food Delivery Market Forecast: Breakup by Delivery Type (USD Million), 2024-2032
6. China Online Food Delivery Historical Market: Breakup by Payment Method (USD Million), 2018-2023
7. China Online Food Delivery Market Forecast: Breakup by Payment Method (USD Million), 2024-2032
8. China Online Food Delivery Historical Market: Breakup by Cities (USD Million), 2018-2023
9. China Online Food Delivery Market Forecast: Breakup by Cities (USD Million), 2024-2032
10. China Online Food Delivery Market Structure

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

China Online Food Delivery Market Report and Forecast 2024-2032

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

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 License	\$2799.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		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	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com