

India Online Food Delivery Market Report and Forecast 2024-2032

Market Report | 2023-12-21 | 190 pages | EMR Inc.

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Report description:

India Online Food Delivery Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India online food delivery market witnessed a healthy growth in the historical period. Aided by the burgeoning internet penetration, a growing young population, and a shift in consumer lifestyle, the market is expected to grow significantly in the forecast period.

Online food delivery in India has undergone a transformative journey, becoming an integral part of the urban lifestyle. The convenience of ordering food through apps, diverse cuisine options, and the flexibility of payment methods have made online food delivery services highly popular, especially among the younger demographics.

The India online food delivery market growth is primarily fuelled by the increasing penetration of smartphones and the internet across India. With a burgeoning middle-class population and rising disposable incomes, the demand for convenient and quick food delivery options has significantly increased.

Another pivotal factor is the changing lifestyle and work culture, especially in metropolitan cities. The fast-paced life and longer working hours have led to a growing preference for food delivery services over traditional dine-out experiences.

The market is predominantly concentrated in India's major cities like Bengaluru, Mumbai, Delhi, and Hyderabad. These cities account for a substantial portion of the India online food delivery market share due to higher internet penetration, a larger young population, and a greater number of restaurants partnering with online delivery platforms.

The market is largely dominated by major players like Zomato and Swiggy, which have continuously innovated in terms of technology, delivery efficiency, and customer service. However, the market is also witnessing the rise of niche players and cloud kitchens, which are diversifying the market landscape.

The India online food delivery market outlook is expected to be influenced by the technological advancements such as AI and machine learning expected to revolutionise order processing and delivery logistics. Additionally, the increasing focus on healthier food options and sustainable practices is likely to shape the market dynamics in the coming years.

The Indian online food delivery market is poised for significant growth in the near future, driven by technological advancements, changing consumer preferences, and an evolving lifestyle. As the market matures, it will offer more diversified and sophisticated service offerings, catering to the dynamic needs of the Indian consumer. The market's trajectory suggests a continual integration

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of convenience, variety, and technology, making online food delivery an integral part of India's urban landscape.

Market Segmentation

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

Market Breakup by Cuisine

- Indian
- Chinese
- Italian
- Others

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 Region

- North India
- East and Central India
- West India
- South India

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 India online food delivery market. Some of the major players explored in the report by Expert Market Research are as follows:

- Zomato Limited
- Bundl Technologies Pvt Ltd (Swiggy)
- Foodvista India Private Limited (FreshMenu)
- Jubilant FoodWorks Ltd.
- Yum! Brands, Inc.
- Plaza Restaurants Private Limited
- Curefoods India Private Limited
- Rebel Foods
- Sky Gate Hospitality Pvt Ltd
- Poncho Hospitality Pvt. Ltd.
- Others

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indicative and may be different from the actual report.

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