

## **Global Food Platform-to-Consumer Delivery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 105 pages | Mordor Intelligence

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### **Report description:**

The Global Food Platform-to-Consumer Delivery Market is expected to register a CAGR of 11.6% during the forecast period.

#### Key Highlights

- The global food platform-to-consumer delivery market has been gaining significant traction over the past few years owing to an increasing shift in consumer behavior, increasing convenience of ordering food, and rising smartphone and internet penetration.
- Led by platform-to-consumer services by leading market players, such as DoorDash and Uber Eats, the food platform-to-consumer delivery has expanded rapidly. Moreover, the network effects of more delivery riders, alongside route optimization technologies, have enabled faster and cheaper delivery. This has resulted in a shift towards convenient and quickly available food demand worldwide, thus boosting the need for the food platform-to-consumer delivery market.
- Additionally, in a digital world, the platforms offer flexible payment options for the customers to pay using various modes of payment most suitable for them. The integration of different popular payment gateways offers flexibility and cashless transactions to the customers, thus encouraging them to use the food delivery app.
- The trend toward convenience has grown more pronounced during the pandemic. Between March and May 2020, when lockdowns in Europe and the United States were the most severe, the food-delivery market spiked. Significantly, it has maintained that trajectory, continuing to grow throughout 2020 and into 2021. Moreover, lockdowns and physical-distancing requirements early in the pandemic gave the food platform to the consumer delivery market an enormous boost.

#### Food Platform to Consumer Delivery Market Trends

Growing Prominence of Online Food Delivery Apps along with Rising Internet Penetration

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- An increase in internet users has boosted food platform-to-consumer delivery services worldwide. Smartphone users are the primary online shoppers for the Food industry, and growing internet penetration across the world reflects a potential increase in online shopping for food.
- The growing adoption of online food delivery platforms significantly rose after the COVID-19 pandemic, which has further increased in the following years. Additionally, ease of convenience and availability of various payment gateways in online food delivery apps led to widespread adoption among consumers worldwide.
- Moreover, the expansion of the various food delivery platforms such as Deliveroo, Uber Eats, Zomato, Swiggy, and Doordash Inc. further increases online delivery adoption across the globe. Additionally, significant integration of smart technology by the food delivery platforms for customer convenience is expected to provide ample growth opportunity to the market.
- Moreover, online food delivery apps provide numerous benefits to consumers, such as enhanced accuracy of online orders, increased convenience for the consumers, simpler order processing, easy tracking, etc. Moving on, as more and more people are using food delivery apps, several startups and SMEs are leveraging this lucrative market opportunity. They are launching food delivery apps with innovative features and unique value propositions to cater to the altering demands of the people.
- Above mentioned factors are expected to increase the adoption of food delivery apps, thus boosting the food platform-to-consumer delivery market over the forecast period.

#### Asia Pacific Expected to Hold the Largest Share in Food Platform-to-Consumer Delivery Market

- The Asia Pacific region is home to some of the emerging and already established market players such as Zomato, Meituan Waimai, Swiggy, and FoodPanda. These market players offer innovative platform-to-consumer delivery with an enhanced consumer experience in the region.
- Moreover, the growing adoption of food delivery apps among consumers in the region proliferates the market. Additionally, growing competition between delivery service providers in the region results in extreme food affordability. Moreover, consumers often receive steep discounts and coupons when placing a food delivery order. This has often made online food delivery cheaper than dining in. This has resulted in the significant adoption of online food delivery in China, India, and Japan.
- Further, the leading market players in the region are expanding their presence in rural and semi-urban areas. This is expected to provide growth potential for the platform-to-consumer delivery market players. For instance, in India, with Bangalore, Delhi, and Mumbai representing the three largest markets, leading food delivery platforms such as Swiggy and Zomato are now also targeting smaller cities, as they have strong growth potential.
- Furthermore, the market in Asia Pacific region is providing ample opportunity to food Platform-to-Consumer delivery market players and attracting investment from global players. For instance, in March 2022, United Kingdom-based food delivery company Deliveroo entered the Indian Market by launching an engineering center in Hyderabad.

#### Food Platform to Consumer Delivery Industry Overview

The global food platform-to-consumer delivery market is moderately consolidated with the presence of major players such as UberEats (Uber Technologies Inc.), Deliveroo, Doordash Inc., and Meituan Inc., among others. These market players hold a significant share in the global platform-to-consumer delivery market, with UberEats (Uber Technologies Inc.) leading the way in terms of market share. The companies in the region are offering innovative delivery solutions and indulging in strategic partnerships and acquisitions to gain more market presence in the region.

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- March 2022 - Leading Asian food delivery app Fantuan Delivery has announced its launch in Australia, kicking off its operation in Sydney and Melbourne. Starting March 1st, Australian foodies can enjoy fast and convenient delivery and pickup services through the Fantuan Delivery App, available on iOS and Android. Fantuan Delivery will be available in CBD, Eastwood in Sydney, and Boxhill in Melbourne, with plans to rapidly expand to other areas in the following months.
- November 2021 - Finnish food delivery service Wolt announced to merge with US competitor DoorDash in a deal worth EURO 7 billion. Wolt's acquisition by DoorDash will expand the US-based food delivery service into 22 new countries, including Finland, Sweden, Germany, and Hungary. Japan is the only market where the two companies currently overlap.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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