

# Takeaway Food Delivery Market: Focus on Online Channel (2014-2019)

July 2014



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## **Scope of the Report**

The Report titled "Takeaway Food Delivery market: Focus on Online Channel (2014-2019)" provides an insight into takeaway Food Delivery market with a special focus on online takeaway food. The report also includes the market value, segmentation and also country-wise market analysis. It also discusses key growth drivers, challenges and upcoming trends of the market. Further, companies like Just Eat, GrubHub, Delivery Hero, and Takeaway.com are profiled in the report.

## **Countries Coverage**

⊕ The UK, Spain, France, Italy, Netherlands, Denmark, Norway, Switzerland, The US, Canada, Brazil

## **Company Coverage**

- ⊕ GrubHub Holdings Inc.
- ⊕ Just Eat Plc.
- ⊕ Delivery Hero and Hungryhouse
- ⊕ Takeaway.com
- ⊕ Foodpanda & HelloFood

## Executive Summary

Takeout food offers a convenient alternative, providing diners with a wide variety of options. Consumers have many choices for takeaway food, including online takeaway food aggregator portals, restaurant chains offering online ordering services, as well as local restaurants offering telephone-based and walk-in takeaway food services. Growth in takeaway food delivery market is outpacing global GDP growth with online ordering growing much faster, proliferated by the adoption of E-commerce and increased smartphones/tablet penetration. Consumers are shifting from traditional telephone based takeaway ordering to online platform as it offers wide variety of choices, ratings and reviews, including payment by credit or debit card, and a more efficient consumer experience. Companies that offer online food ordering services include Just Eat, GrubHub, Delivery Hero, Takeaway.com etc. Takeaway restaurants (TRs) sign contracts with these companies to join their platform and have their menus made accessible to consumers. These online companies primarily derive its revenue from commissions charged to TRs on order value placed through its platform.

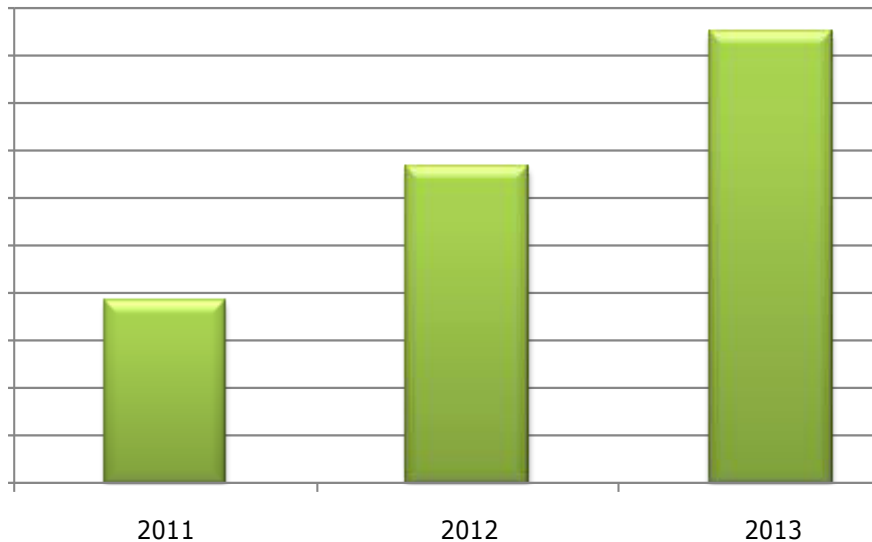
The US is the largest market for takeaway food delivery market followed by the UK, Italy, Spain, Canada, France, Brazil and others. The online food ordering industry saw a major consolidation with Delivery Hero acquiring Lieferheld of Germany and hungryhouse of the UK in 2012. In 2013, GrubHub merged with Seamless took making it the largest online takeaway food company.

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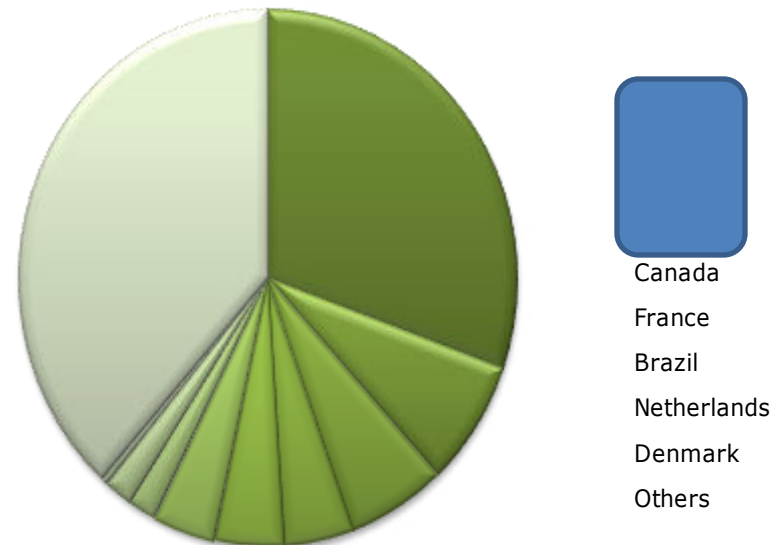
# Global Takeaway Food Delivery Market

The global takeaway food delivery market grew at a CAGR of .....% over the period 2011-2013 and amounted to approximately US\$..... billion in 2013. Growth in takeaway food delivery market is outpacing global GDP growth with online ordering growing much faster, proliferated by the adoption of E-commerce and increased smartphones/tablet penetration.

Global Takeaway Food Delivery Market Size in US\$ Billion, 2011-2013



Global Takeaway Food Delivery Market Share by Regions, 2013

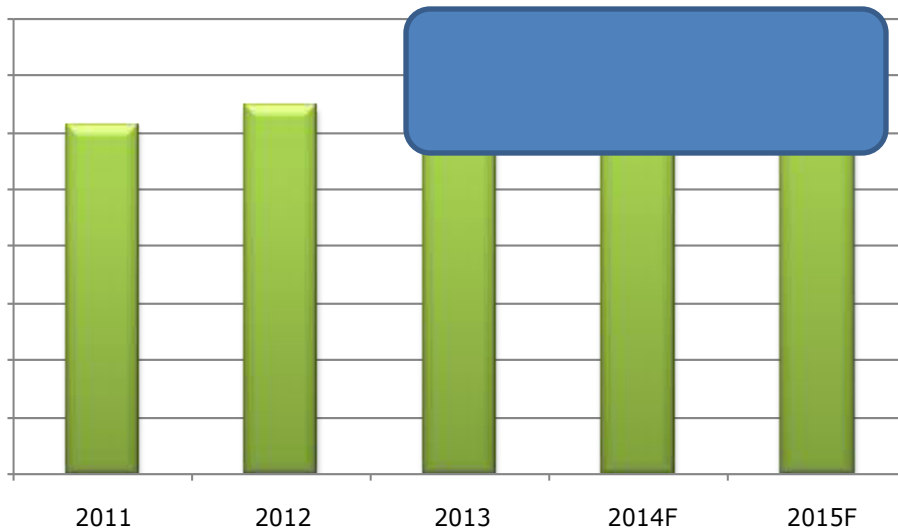


- The US is the largest market for takeaway food with .....% of global share in 2013. GrubHub is the largest online takeaway food service provider that focuses on both restaurants and diners through two-sided network. The UK is the second largest market.

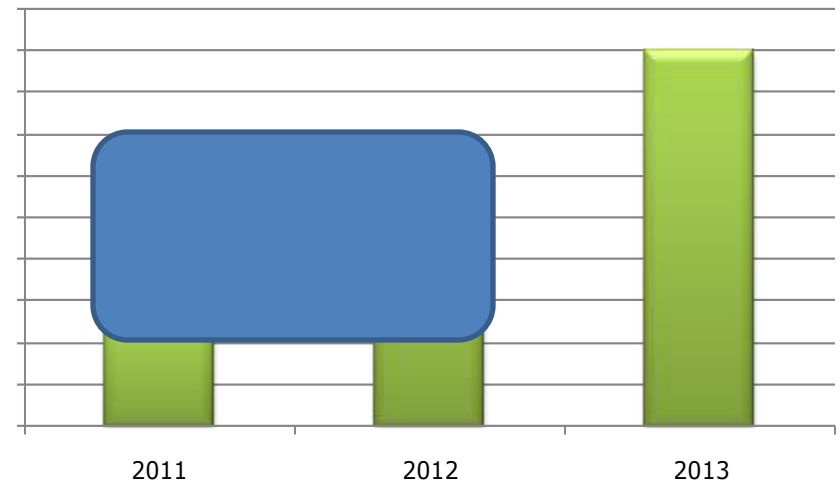
# Country Analysis –Takeaway Food Delivery Market

The UK takeaway food market grew at a CAGR of ....% over the period 2011-13 with online penetration of takeaway ordering in the UK at ..%. The online takeaway food market in the US was valued at US\$.... billion in 2013. There are approximately ..... restaurants in the UK.

Takeaway Food Delivery Market Value in the UK  
in US\$ Billion, 2011-2015



Spain- Takeaway Food Delivery Market in US\$  
Billion, 2011-2013



- Spain is considered as one of the key markets in European region with high growth potential. The total annual delivery takeaway order value in Spain grew at a CAGR of ....% over the period 2011-13 despite the economic slowdown to reach US\$..... billion (GBP .... billion) in 2013.