

Target Market Size & Growth Potential:

- Urban professionals & busy individuals – People with hectic schedules who prioritize convenience and fresh, hot meals.
- Families & households – Seeking reliable, high-quality food delivery for daily meals.
- Health-conscious consumers – Demand for fresh, well-packaged, and healthy food options.
- Late-night & off-peak consumers – Customers who struggle to find fresh food at odd hours.

Key Market Trends & Insights:

- ✓ Rise of Quick Commerce – Growing preference for ultra-fast delivery (under 30 minutes).
- ✓ Sustainable Packaging Demand – Consumers favor eco-friendly packaging that retains food quality.
- ✓ AI & Smart Logistics – Predictive algorithms and real-time tracking improve delivery speed.
- ✓ Personalized Customer Experience – AI-driven recommendations and customizable meal options are becoming standard.
- ✓ Local & Niche Cuisine Growth – Customers are increasingly looking for authentic, local, and niche food options beyond mainstream restaurants.