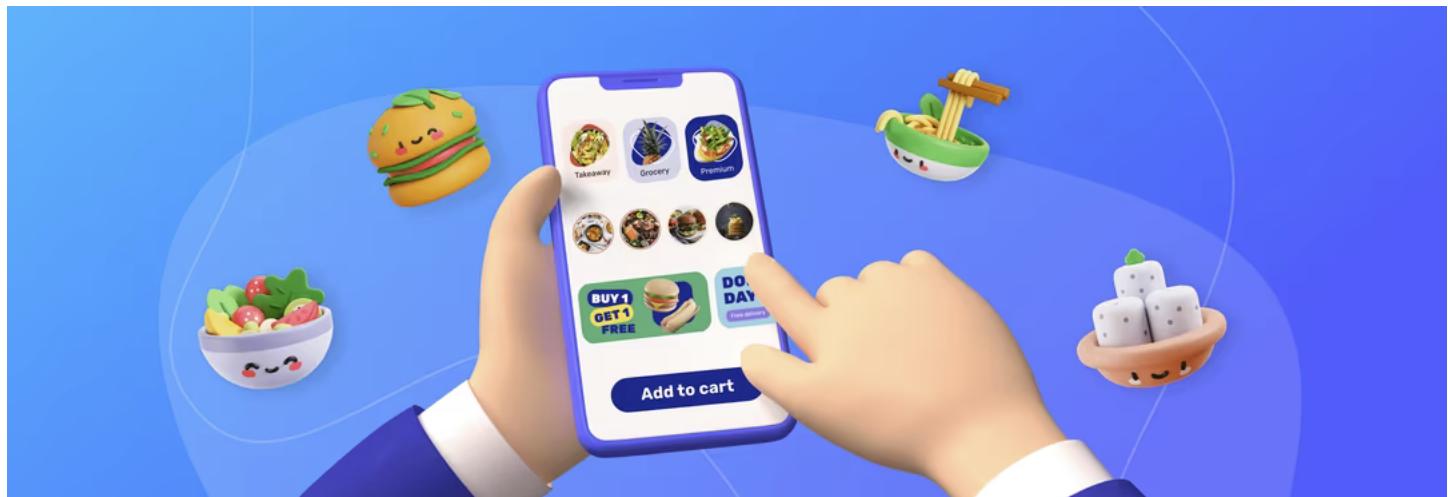


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## Food delivery app development guide [features, process, cost, business models]

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Consumers increasingly demand convenience and variety, food delivery app development offers new ways to access meals and groceries. Gone are the days of sifting through menus or placing orders via phone calls; today's users expect seamless experiences delivered right to their doors.

According to [Statista](#), the revenue in the online food delivery market in the United States is projected to reach \$353.30 billion in 2024. In fact, recent studies show that a staggering [70% of consumers ordered delivery last month](#) (data from early 2024), highlighting a significant shift in how we approach meals. This growing demand presents a unique opportunity for entrepreneurs and developers to meet consumer needs by building profitable food delivery solutions.

In this guide, you'll discover effective strategies for building a food delivery app that not only attracts and retains users but also ensures a robust revenue stream. You'll also learn about

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app that captures the hearts (and stomachs) of consumers!

[Solveit experience]

## Creating a food delivery app is a profitable idea

The food delivery app market is rapidly growing and diverse, providing ample opportunities for entrepreneurs. Here are three compelling reasons why developing a food delivery app can be a profitable venture:

Growing demand for convenience. According to a report by [Grand View Research](#), the global food delivery market was valued at \$221.65 billion in 2022 and is projected to grow at a CAGR of 10.3% from 2023 to 2030. This growth indicates a strong and rising demand for food delivery services, driven by the desire for convenience and accessibility. In fact, 86% of individuals have used food delivery apps, and 53% consider delivery an essential part of their lifestyles.

A diverse user base. Food delivery services appeal to a wide range of demographics. Notably, [U.S. consumers use online food delivery services at least once a week](#), with the figure reaching 64% among millennials. This diverse user base presents a significant opportunity for innovative food delivery solutions that cater to varying preferences and dietary needs.



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Global expansion opportunities. [ResearchGate](#) indicates that even with big players in the market, such as the U.S., China, and the UK, the global food delivery industry is still open to new companies. Emerging markets like Asia Pacific, which accounts for over [40.78% of revenue](#), are experiencing rapid growth due to urbanization and changing lifestyles that drive demand for food delivery apps. Additionally, emerging markets in the Middle East, Africa, and Latin America are beginning to adopt delivery services, further expanding the global landscape.

Given the current trends shifting towards convenience and a growing appetite for diverse food options, there has never been a better time to build a food delivery app. This expanding market is ripe for fresh ideas and innovative products, making it essential to understand the various business models available to create a successful food delivery app. In the next section, we'll explore how to develop a food delivery app by examining the different business models you can adopt!

## Food delivery app development: business models

There are several types of online food delivery apps depending on the business model.

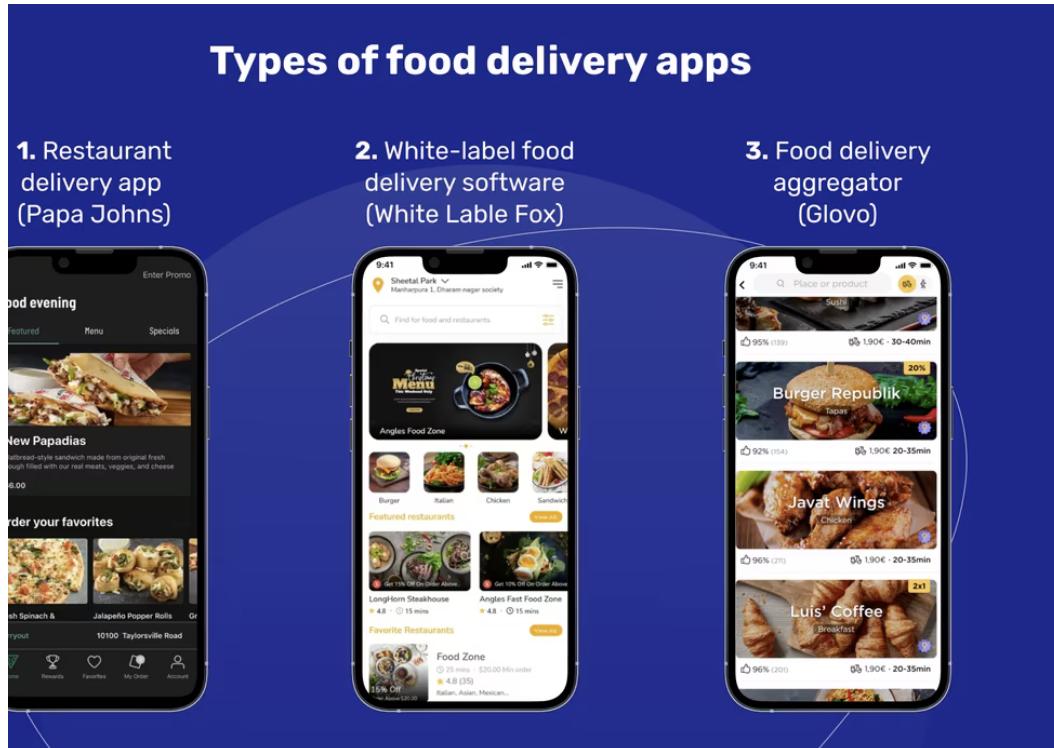
### 1. Direct-to-consumer (D2C) delivery app

If you own a restaurant, a supermarket, or a grocery store, you can launch a mobile app so that customers can order goods delivered directly from you. This model lets you get rid of third parties and commissions, but requires more initial investments for delivery infrastructure.

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a mobile app is a more suitable option for large restaurant and store chains. For Domino's generates over 70% of sales via digital ordering channels including their apps.

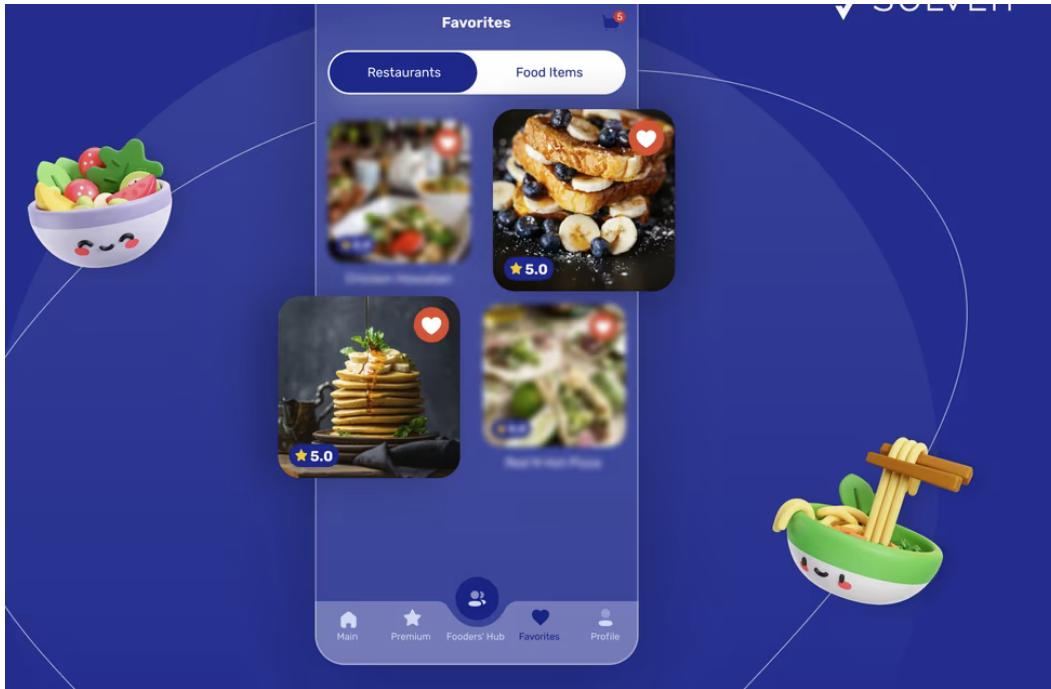


## e-label food delivery software

Business model means that you don't need to have your restaurant, but rather to become a provider that specializes in developing food delivery apps, supplying third parties white-label or out-of-the-box solution. It means an app builder that is customized for every restaurant businesses.

## delivery aggregator

Glovo or Uber Eats – these are food delivery aggregators. So, if you are looking to app that provides on-demand food delivery services from different restaurants, it is on. What is beneficial about this model, is that you are able to extend it to other delivery like groceries delivery from supermarkets or C2C delivery. For example, Uber is ing with a food service equipment distributor.



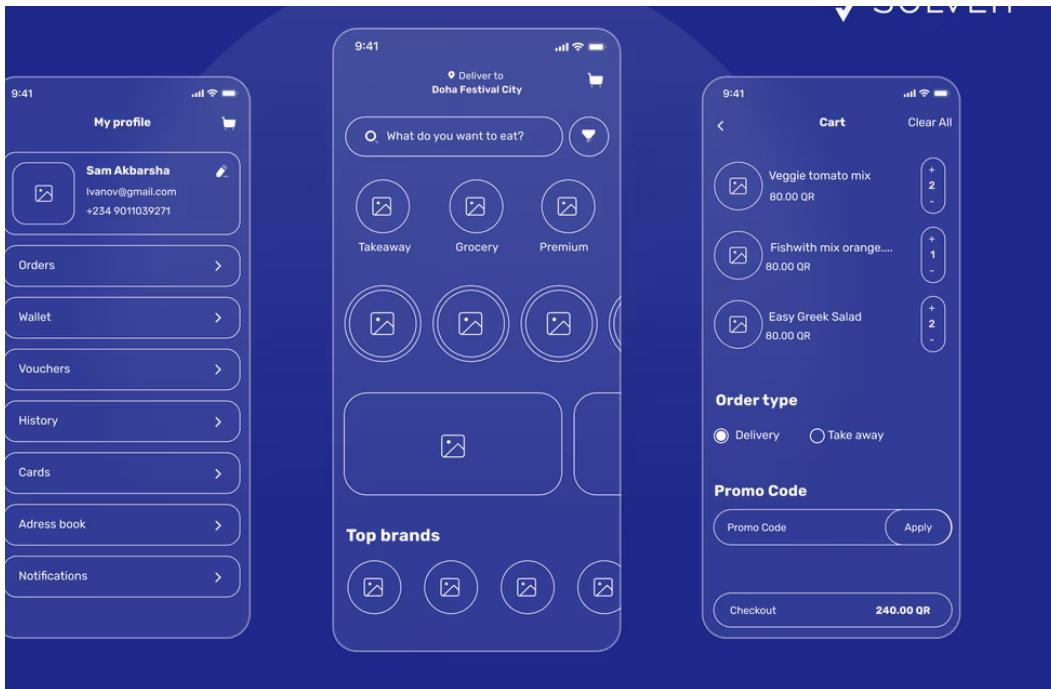
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## **To make a food delivery app: must-have features**

We have listed some basic features for food delivery app development including ability of a user mobile app, courier app, restaurant and admin applications. There are e features that may not be must-have ones, but could dramatically improve user ce.

t, we provide free consultations so that you can get a feature list for the first MVP tailed cost breakdown to develop your own food delivery app. [Contact us](#) to schedule nsultation.



## Mobile app

**Sign-up and login.** Actually, signing up can be optional for customers to use a food delivery application. But if you need this feature, for the first MVP it can be implemented as a standard sign-up / login by entering an email or a phone number. Further, it may be extended to a Social Media sign-up option for faster onboarding. This could provide users with various registration pathways among which the incorporation of an email verifier, which adds an extra layer of security and ensures the validity of user information through email verification tactics.

**User profile management.** Users should be able to manage their profiles so that they can save their delivery information for future orders.

**Search food aggregators: Catalog of restaurants.** The customer app should allow users easily browse through a list of available food items and make their selections. To enhance the navigation, you can add a search bar, categories, and filters. For example, restaurants can be filtered by cuisine (fast food, Mediterranean, Asian, vegan, etc.), average check, distance or delivery time, rating, and so on.

**Menu.** On the restaurant menu screen, the meals are better to be divided into categories: breakfast, side dishes, main course, soups, desserts, beverages, etc. Don't forget that images are extremely important here. Other information to be shown on the menu includes price, ingredients, grams, and calories. As an extra feature here, you can allow users to customize their orders by adding or removing ingredients.

**Check-out.** The checkout screen should provide all the information about the current order: the restaurant, dishes, their quantity and price, and overall order price. Furthermore, it should include the following information and features to set up a

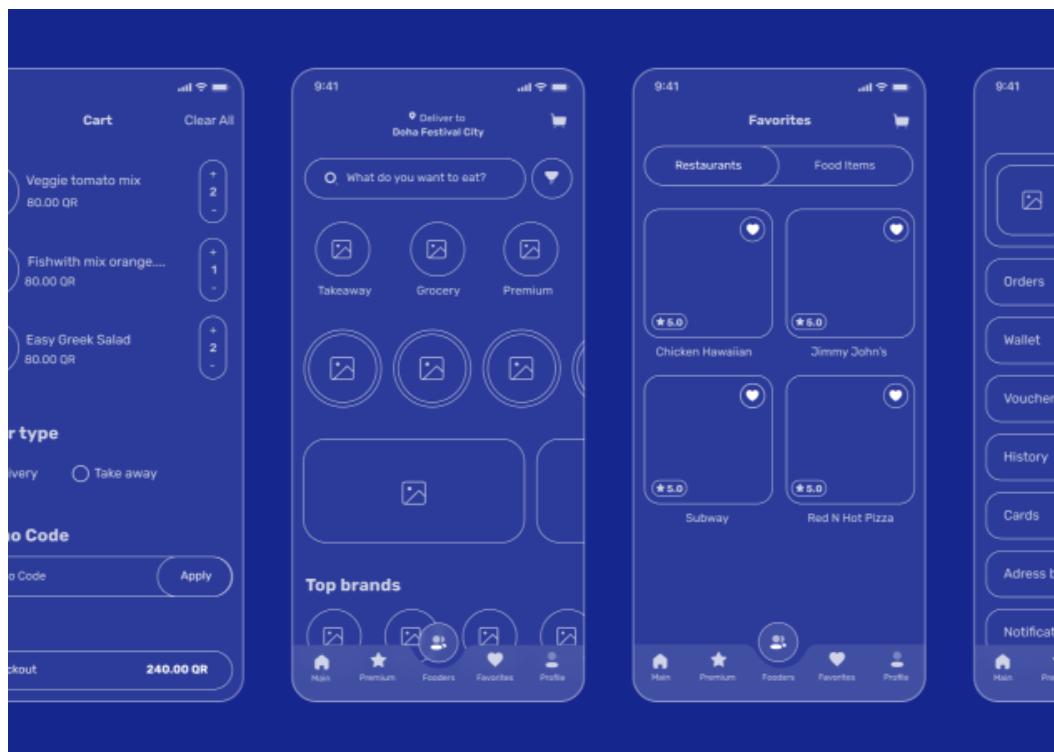


**Payment.** Payment can be made directly through the delivery app via Apple & Google Pay, PayPal, debit, and credit cards, or there may be an option to pay with cash if that's within your strategy. For the MVP you should add one or two payment options that are most relevant to the region where your delivery app will be used.

**Order tracking.** Customers should have the ability to track their current orders in real-time, so they know exactly when they will arrive and have a piece of mind. You can make a delivery status update or let users track their orders on a map. As well, you may want to allow users to view their past orders here, access payment information, and contact the courier.

**Push notifications.** With push notifications, you can inform users about their order's status or send special offers, make meal recommendations, and more. Mobile app notifications are a powerful marketing tool that can boost user engagement if it is done correctly and personalized.

**Customer support.** Customer support is important to handle user inquiries and problems. This can be done through different channels like phone, email, messengers, or via in-app chat.



## • mobile app

**Courier registration and profile management.** Unlike customers, couriers have to complete registration with all the necessary information for safety operations. A standard set of data includes personal and contact information, personal ID, and driver's license. It may



**Courier management.** One of the most important features of a courier app. It has to be highly intuitive to keep the courier's attention on the most important things related to the order: delivery time, pick-up or drop-off locations, and the ability to get in touch with a restaurant and a customer. Of course, it should also provide all the order information including customer contact details, order number, details, and payment details. Couriers should also be able to view other orders in one place sorted by statuses (completed, rejected, delayed, and so on).

**Routing and navigation.** Routing functionality is critical for couriers and it should be the easiest possible as it is the source of information regarding the estimated time of arrival. It can also be used to monitor couriers' activity and motivate them. For example, if couriers complete orders faster than was estimated. This functionality can be realized via an integration of 3rd party software like Google Maps, Mapbox, and others.

**Scheduling (for aggregators).** Couriers can schedule their working hours in advance. To save time and money, you can integrate a calendar API like Google Calendar into your food delivery app.

## Restaurant app

**Menu management.** With this functionality, restaurants can keep their menus up-to-date. Thus, restaurant managers should be able to add, delete, and edit all the fields of the menu items. It is a great option to give restaurants the ability to announce special offers and discounts.

**Order management.** Allow restaurants to view and manage incoming orders, including marking them as confirmed or canceled, in progress, ready for pickup, and completed. In addition, restaurant workers should also have access to all order details: items and their quantity, customer's comments, customer's and courier's contact details, delivery date, payment information, and so on.

**Reporting & analytics.** Provide restaurants with detailed reports and analytics on their revenue, sales, deliveries, customers, etc., to help them better understand and improve their business operations. You can also provide data for each item separately, including average cooking time, delivery time, and customer feedback. To facilitate this, you can use pdf forms to collect and present this data in a structured and easily accessible manner.

## Functionality

Planning to build a food delivery aggregator app, the administrator's functionality can be built up in a separate web or mobile interface. However, if you're looking to create a food delivery app for your restaurant/chain of restaurants, features of a restaurant app and administration are reasonable to be developed in a single app.

**Restaurant management for food delivery aggregators.** If you are developing a food-like food delivery app, then you should include a dashboard to manage partner restaurants. From this screen, admins should be able to add/delete partners, review and



**Courier Management.** This functionality or this part should include access to the courier's contact and personal information, working conditions and schedule, productivity tracking, rating, and salary payouts. It can also have an in-built messenger contact couriers. Here, you might also need tools to manage couriers' schedules and every areas to optimize delivery.

**Analytics.** Data and analytics are critical for any business to track its operations and performance, as well as spot and timely solve problems. That's why effective data collection and visualization will be highly useful. The most important parameters to track include income and expenses (total and by categories), number of orders, and revenue brought in by each partner. Furthermore, advanced AI tools can be implemented as well for risk management or data-driven tips on business optimization.

## How to build a food delivery app: step by step process

We are finally close to the main question: how to create a food delivery app that brings success. Successful food delivery mobile app development can be a complex and time-consuming process. Further, we will walk you through the entire food delivery app development process, from idea to launch.

### Discovery phase

The first step of a project discovery phase is to understand the client's business and the market landscape. At this stage, we schedule a discovery meeting with a client to learn more about their idea and requirements. Further, we perform a market analysis to understand the competition, identify unmet needs in the market, and get the sense of the target audience.

Once the market landscape is understood, it's time to start developing a food delivery app that can meet user needs. This involves creating a product roadmap and wireframes that detail how the app will function. These wireframes are then used to develop a prototype of the app.

Once the prototype is complete, it's time to validate the concept with potential users. This can be done through user testing or focus groups. Once feedback has been collected and analyzed, it's time to move on to food delivery app development.

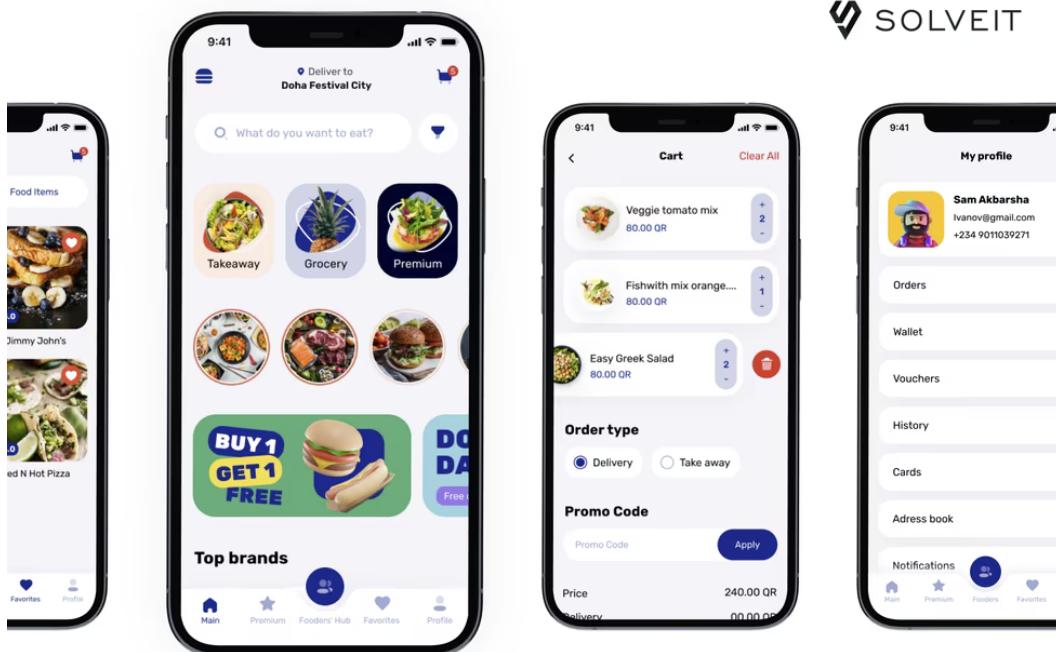
At Solveit, we believe that a properly performed discovery phase can develop the most efficient MVP feature list. It means that based on the performed discovery and analysis, you can identify what features are of the top priority to meet your user needs, and not to exceed the development budget. Learn more how to make it right in this article.

### Food delivery app development

Food delivery app development for startups is the best approach to launch a new product. MVP helps to mitigate business risks and enter the market in the most effective way.



Make sure that your app idea is clear, concise, and easy to understand. The design should be visually appealing and user-friendly. For expert assistance in creating an engaging user experience, consider our UI/UX design services. We specialize in conducting user research, crafting intuitive wireframes, and designing engaging interfaces that facilitate a smooth onboarding process and enhance user retention.



## ment

design is complete, it's time to start coding the app. This is a crucial phase in a food delivery app, as it involves translating the design into a functional product. It can be done either by yourself or with the help of a specialized development agency like a dedicated development team of professionals. Such agencies can bring you a piece of mind here, as they usually handle everything from idea to launch and support. Plus, you get expertise and high-quality services while you can keep the focus on business and operations.

Before launching your food delivery app, it's essential to test it on as many devices as possible. This will help you identify any bugs or glitches so they can be fixed before going live.

## ublishing

Once everything is ready, it's time to hit the "publish" button! To make it happen frictionlessly,



Before you promote your food delivery app well so people know it exists and can download it from their preferred app store.

## **Tuning performance & gathering feedback**

After launching your app, you should monitor its performance and gather feedback from users. This will help you identify any areas where your food app needs improvement and make necessary changes.

A common way to monitor performance is to track key metrics such as the number of downloads, number of active users, retention rate, and engagement. You can use embedded analytics tools like Google Analytics or Flurry to track these metrics.

It's also important to get feedback from users through reviews and ratings on app stores, as well as through in-app feedback forms or surveys. This will give you insights into what users don't like about your food delivery app and what they would like to see changed or added.

## **Maintaining, updates, enhancements**

By listening to user feedback and monitoring app performance, developers working on food delivery mobile development typically release updates and enhancements on a regular basis. Updates include new features, bug fixes, new content, or improved design.

To create a successful product that users love and stick to, the ability to perform flawlessly is one of the most important criteria. That is why we advise to regularly check and improve mobile app performance.

## **Marketing and after-launch growth tips**

Once the app development process is successfully completed. But it's not the end of the story. You need marketing tactics and growth tips to gain your market advantage from the start and be successful in the long run.

As you follow our step-by-step guide, you understand that creating a unique food delivery app requires a distinct approach.

When you start building your food delivery app, it's essential to get to identify key partnerships and strategize fundamental activities, resource management, and value proposition. Then collaborate with your product development team to define the essential components of your food delivery app promotion strategy.

## **Building a product development team for a food delivery startup: structures, roles and responsibilities**



as you should focus on while developing a food delivery app promotion strategy:

**Engagement.** Keep users engaged with personalized recommendations and loyalty programs.

**Tailored marketing.** Tailor marketing to specific regions for better outreach.

**Channel promotion.** Use effective social media and influencers for marketing and PR.

**Restaurant partnerships.** Forge partnerships with restaurants by offering incentives, adding a diverse selection on your food delivery app.

**Data-driven insights.** Utilize data to refine strategies based on user behavior.

**Potential growth.** How likely is it that the new delivery app will supplement or replace current customer revenue (whether indoor or outdoor seating).

These factors will drive your app's marketing and growth strategy, securing your position in the market.

## **How much does it cost to build a food delivery app?**

The cost of developing a food delivery app can range significantly, typically falling between \$10,000 and \$100,000 or more, depending on the features you want to include and the platforms you wish to support (iOS, Android, Web).

**MVP (Minimum Viable Product):** Starting around **\$20,000** for a basic MVP app with essential features.

**Medium Complexity:** Ranges from **\$40,000 to \$80,000** for apps with a more extensive feature set and improved functionality.

**Comprehensive Solution:** Typically starts at **\$80,000 and can exceed \$100,000** for a comprehensive solution with advanced features and multiple integrations.

**Factors influence these costs**, including the app's complexity, the chosen technology, and the development approach, which we will explore below.

## **Key factors influencing food delivery app development cost and time-to-market**

**Complexity.** Cost-to-build and time to get your product to the market will strongly depend on the complexity of the app: number of features and integrations. A simple food delivery app can be developed in around 8 weeks (2 months), whereas a more complex app takes from 12 to 18 months (3-6 months) and longer.



ops, then they will likely be able to use their existing skillsets and knowledge to build a delivery app relatively quickly. However, if you need to hire new developers or outsource the work, then this will obviously add to both the cost and development time. Technologies, frameworks, and tools are available for delivery app development, so there is no need to reinvent your tech stack from scratch.

**Development approach.** The cost of on-demand food delivery app development also varies depending on which software development architecture you choose as well as the size and complexity of your project. If you choose to use an agile or DevOps approach, expect to pay more up front, as these approaches require more planning and coordination than waterfall or traditional project management techniques.

I recommend starting with the MVP development services to validate the product on the market, set up monetization and gradually add features based on the user needs and feedback.

## How much does it cost to make an app?

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## How to create a food delivery app [Solveit experience]

In this section, let's look at our comprehensive approach to enhancing a food delivery app, including the steps we took and the results we achieved.

### Challenge

We had a food and grocery delivery app that included basic features such as a search function, filters, restaurants and menus, cart management, checkout, payment options, and order tracking. However, the app's user interface was inconvenient and difficult to navigate, which led to lost customers and revenue. They sought our expertise to redesign the app to improve user experience and increase engagement.

We conducted a comprehensive discovery phase to understand user needs and analyze pain points, guiding the development of a new interface design.

### Discovery Phase

**Requirements Gathering and Analysis.** We gathered insights into client needs and user expectations through stakeholder discussions and user feedback. This allowed us to clearly define the requirements for the app.



ed use cases to define how users would interact with the app.

n. We developed a UI kit that encompassed color schemes, typography, and interface nts, including buttons and icons. Wireframes were created to visually represent the structure and user interactions. A clickable prototype was developed to test user ement and gather initial feedback.

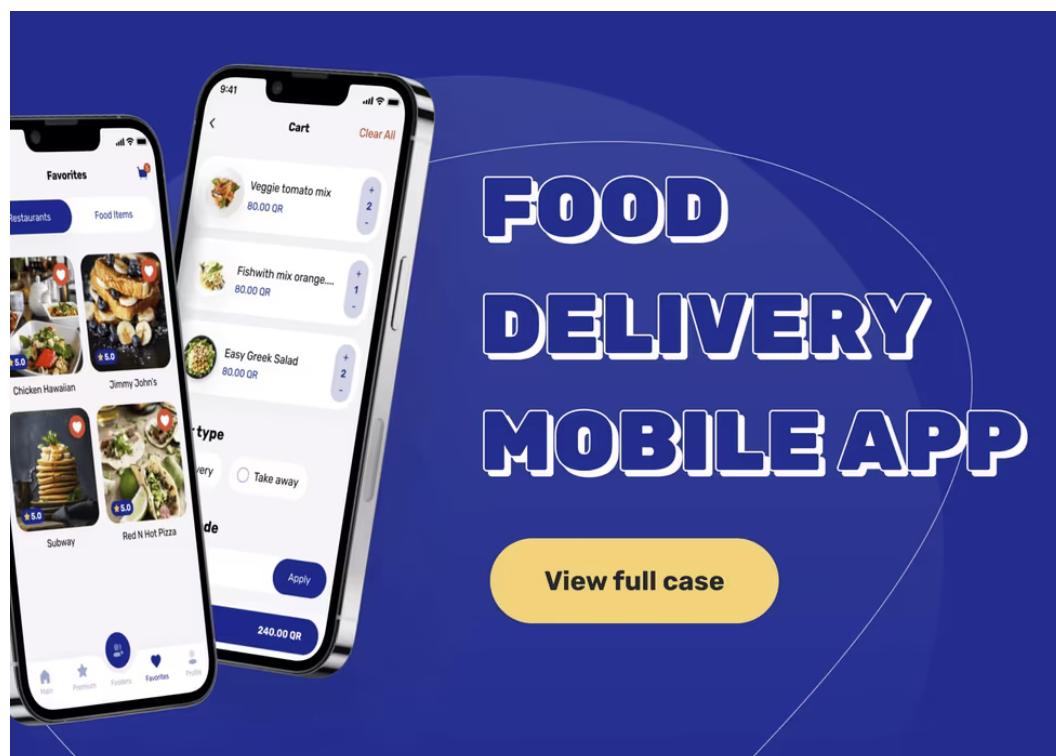
every phase led to:

r understanding of users' expectations that were previously overlooked and detailed stories for various scenarios.

on of a UI Kit and clickable prototype to facilitate design validation.

ced user experience with a faster search process, easier order management, and ligned checkout.

ation architecture and integrations were described to ensure seamless functionality.



## in line

t, we have the expertise in top-notch food delivery app development that meets your eeds and requirements. Whether you want a simple app with basic features or an d delivery app with all the bells and whistles, we can create it for you.



**Get in touch!**



## create a food delivery app?

To build a profitable food delivery app you can follow the next steps:

- Ensure your food delivery app idea is viable.
- Choose a suitable development approach.
- Define your food app delivery business model.
- Identify necessary app features.
- Develop an MVP version, test, and launch.
- Monitor performance, gather feedback, and make improvements.

## How does it cost to develop a food delivery app?

The cost to develop a food delivery app generally ranges from \$20,000 to over \$80,000, depending on complexity and features. A simple MVP starts around \$20,000, while more comprehensive solutions with advanced features often begin at \$80,000. Various factors, including the tech stack and development approach, influence these costs.

## How do food delivery apps make money?

Food delivery apps generate revenue through various sources:

**Commission per order:** they earn a percentage-based commission from restaurants for each order placed through the app.

**Delivery charges:** apps may impose delivery fees, especially for orders below a minimum threshold.

**Featured listings:** restaurants can pay for featured listings to gain prominence on the app.

**Expedited delivery charges:** offering expedited or preferred delivery during busy hours for a premium fee.

**Sponsored ads:** businesses pay for advertising within the app to reach a wider audience.

**Payments:** processing payments directly in the app saves time and may also reduce transaction fees.

## How can I make my food delivery app successful?

To ensure the success of your food delivery app development, consider the following key factors:

**Targeted focus.** Begin with a targeted geographic area for efficient service and fast



**nd social media.** Create a user-friendly app optimized for search engines and visible on social media.

**unts and offers.** Attract customers with regular discounts and special promotions.

**ative menu.** Stand out by offering unique and inventive food choices.

**ing app experience.** Build an interactive app that simplifies ordering and delivery.

**se delivery options.** Provide convenient choices like varied delivery and easy pickup.

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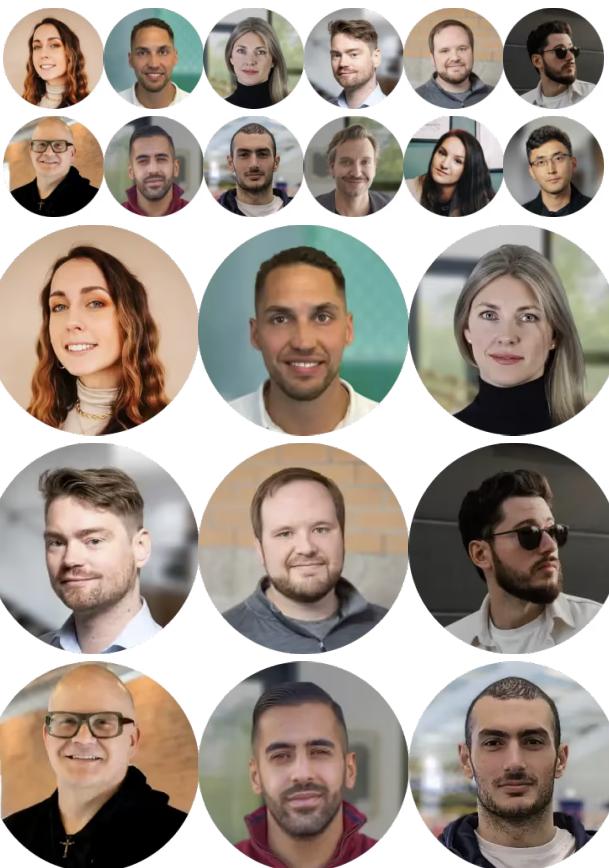
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**Stephanie Scott**

Founder, ModMatch



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