

MARKET RESEARCH CASE STUDY

Title

Competitor Analysis of Food Delivery Apps in Qatar

1. Objective

The objective of this study is to analyze the competitive landscape of food delivery applications in Qatar and identify key differences in features, pricing, target users, and market positioning. The goal is to understand how major players compete and what opportunities exist in the market.

2. Scope of Research

- **Market:** Online food delivery services
 - **Region:** Qatar
 - **Competitors Analyzed:**
 - Talabat
 - Snoonu
 - Deliveroo
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3. Research Methodology

This study is based on **secondary (desk) research** using publicly available information.

Sources Used:

- Official websites of the apps
- App Store and Google Play reviews
- Online articles and blogs
- User ratings and feedback
- Pricing and delivery information shown in apps

No primary user interviews were conducted.

4. Competitor Overview

Talabat

- Market leader in Qatar and Middle East
- Wide restaurant coverage
- Strong brand recognition

- Frequent promotions and discounts

Snoonu

- Local Qatari brand
- Expanding beyond food delivery (groceries, pharmacy, etc.)
- Focus on faster delivery and local partnerships

Deliveroo

- International brand
 - Limited restaurant coverage compared to Talabat
 - Positioned more towards premium restaurants
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5. Feature Comparison

Feature	Talabat	Snoonu	Deliveroo
Restaurant Variety	High	Medium	Low–Medium
Grocery Delivery	Yes	Yes	Limited
Live Order Tracking	Yes	Yes	Yes
Offers & Discounts	Frequent	Moderate	Limited
Multiple Services (non-food)	Limited	Yes	No
App Usability	Good	Good	Good

6. Pricing & Delivery Fees (Observed)

- **Talabat:** Variable delivery fee, frequent discounts
 - **Snoonu:** Competitive delivery charges, fewer discounts
 - **Deliveroo:** Higher delivery charges, fewer promotions
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7. User Feedback Analysis (Based on App Reviews)

Common Positive Feedback:

- Convenience
- Fast delivery
- Wide food options (especially Talabat)

Common Complaints:

- High delivery fees
 - Occasional late deliveries
 - Customer support delays
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8. Target Audience

- Urban residents
 - Working professionals
 - Families using food delivery for convenience
 - Users seeking fast delivery and promotions
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9. Key Insights

- Talabat dominates due to restaurant variety and aggressive promotions.
 - Snoonu differentiates itself through local branding and service expansion.
 - Deliveroo struggles with limited coverage and higher costs.
 - Price sensitivity is high among users.
 - Multi service apps (food + groceries) have a competitive advantage.
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10. Opportunities & Recommendations

- Introducing loyalty programs could improve user retention.
 - Faster delivery guarantees could be a strong differentiator.
 - Improved customer support response times may increase satisfaction.
 - Expanding non-food services offers growth potential.
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11. Conclusion

The food delivery market in Qatar is competitive, with Talabat leading, Snoonu growing steadily, and Deliveroo positioned as a niche player. Companies that focus on pricing flexibility, service diversification, and customer experience are more likely to succeed.