Market Landscape of Food Delivery in India

Expected Revenue in 2024	US$43.78bn
Annual CAGR growth rate (2024-2029)	15.98%
Projected market volume by 2029	US$91.88bn
Expected market volume for grocery delivery	US$30.65bn
Expected CAGR growth rate for grocery delivery market in 2025	30.7%
Expected ARPU for grocery delivery market in 2024	US$183.40
Expected no of food delivery users in 2029	351.2m
Expected user penetration in 2024	18.3%
Active players in the market in food delivery business	zomato SWIGGY
Regulatory requirement for food delivery business	Compliance with FSS Act of 2006, driving license for delivery partners

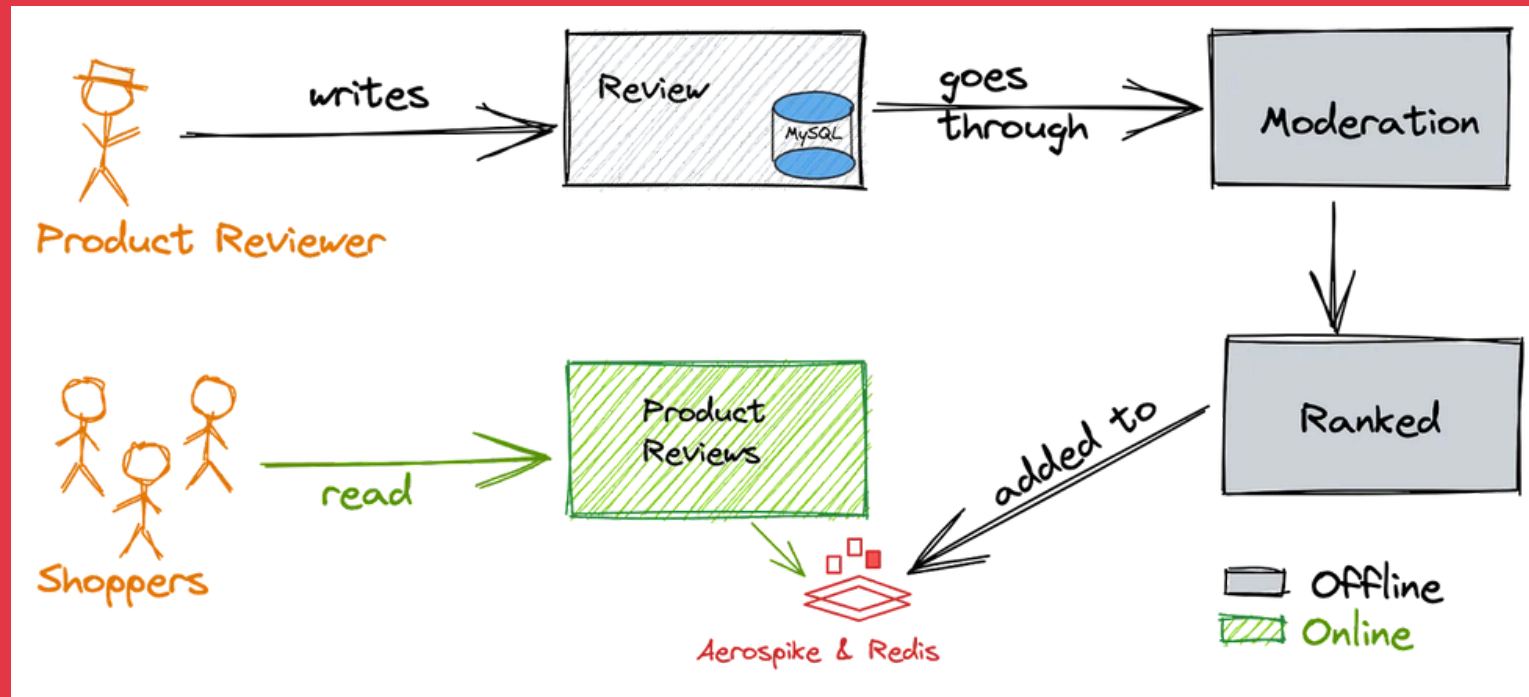average frequency of ordering food per week - **4/5 times**

highly preferred dish in India - **Biriyani, Pizza & Burger**

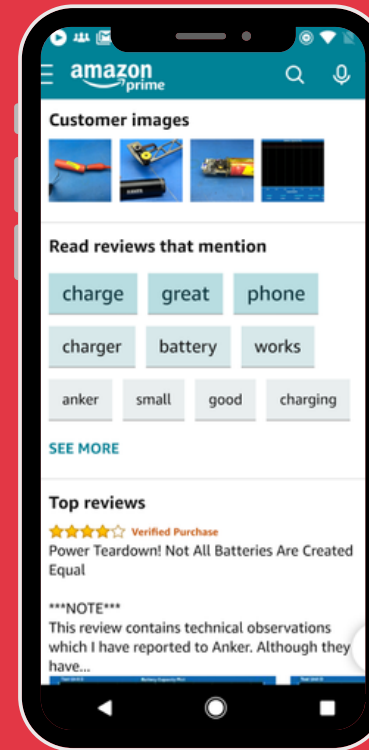total no of online food orders in 2023 - **~1.6 billion**

spike on peak days (specially weekend) - **~50%**

Customer
A Ad

ZOMATO
56.9%

47.5

36.0

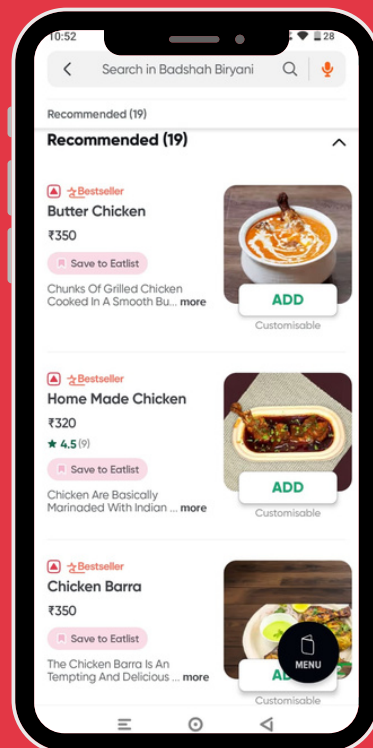SWIGGY
43.1%

Food Delivery

RESTAURANT
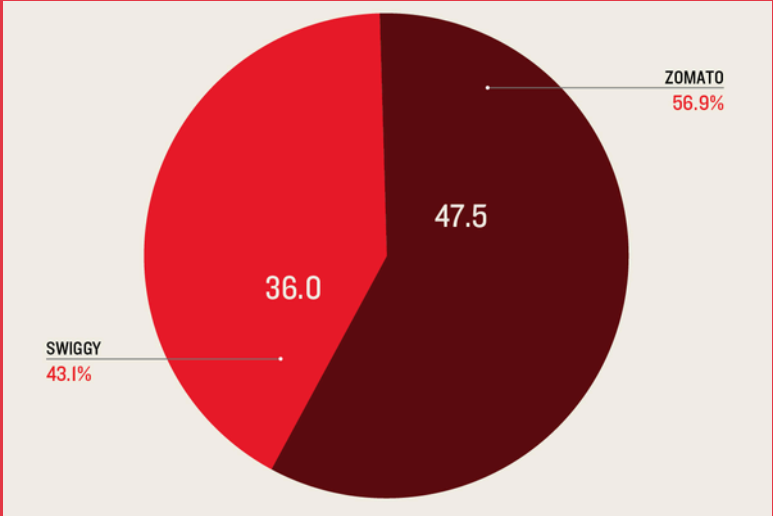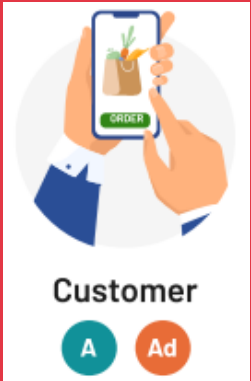
Insights from competitor research

General mechanism adopted by companies
to gather ratings and reviews

- Ease of review submission
- Amazon has launched themes for filtering customer reviews by popular terms.
- Helpful votes
- AI generated summarization.
- Verified purchase badge.

- Ratings for each and every product displayed while ordering.
- Separate rating and reviews for the driver and the food after the food has been delivered.
- Rating and review notification as soon as the product is delivered.
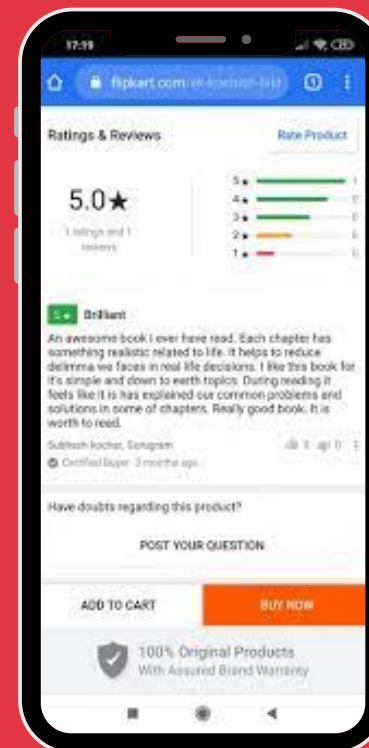
- Incentives for submitting in the form of "Super coins" which can be used as an alternative to real money for buying goods.
- Ratings for various features of a product in addition to all over rating of that product.
- Can't review unless we upload photo/video of that product ensuring verified purchase.

Why reviews matter

Zomato's Vision - " **Better food for more people**"

To achieve this vision Zomato focuses on solving these areas -
- Stakeholder engagement
- Affordability
- Accessibility
- Quality

Increasing no of reviews on the platform
- generates trust among users thereby increasing user base on the platform
- as user base increases revenue also increases.
- helps users in taking proper descision
- builds a channel of coomunication between the various stakeholders
- helps to decide which products to improve
- boosts visibility and reach
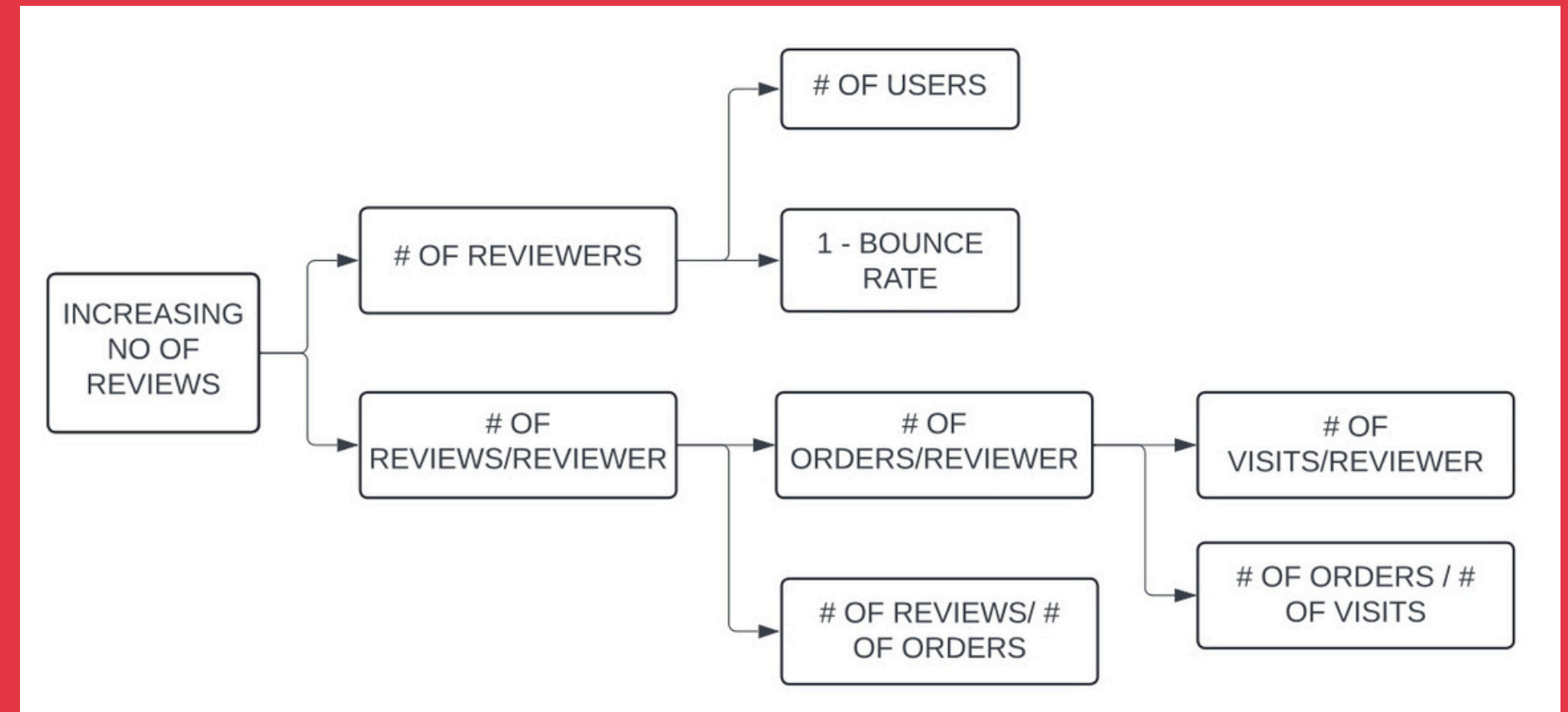
To increase reviews
- we have to decrease bounce rate of users not submitting reviews
- we have to increase percentage of reviews given by user for the total no of orders placed by the user
- for verified reviews photo/video of the food should be made mandatory to generate trusted reviews
- reward system for the user should be introduced