

Secondary research on Food Delivery Industry India

Brief

- You are the Product Manager at Swiggy
- Harsha, founder of Swiggy realized that users were leaving the platform and migrating to other platforms
- Swiggy wants to increase customer loyalty and retain the customers.
- During the building process, Swiggy wants to understand the user pain points and requirements.
- As a PM, you are asked to talk to the users and understand the problems and needs of the users

Assignment

- As a starting point, conduct a **secondary research** on the food delivery industry before reaching out to users

Industry Overview

- The Indian online food delivery market is expected to reach US\$118.2 billion by 2028, exhibiting a CAGR of 27.8% during 2023-2028.
- The rising popularity of quick home delivery models, which offer convenient, ready-to-eat, and cheaper food delivery options, is primarily driving the India online food delivery market.
- The increasing flow of funds into the food services industry combined with rising per capita income has led to cloud kitchens emerging.
- The online food delivery industry is one of the fastest-growing segments in the Indian e-commerce industry. Bengaluru is the largest regional market in the Indian online food delivery industry.
- The market growth is highly fluctuating and is dependent on investments. It is expected to witness a robust growth in the coming few years.
- The key players in the Indian online food delivery market are Zomato, Swiggy and UberEats.

Here are some of the key trends that are expected to shape the Indian online food delivery market in the coming years:

- The growth of the middle class and the increasing disposable incomes of Indians are expected to drive the demand for online food delivery services.
- The rising penetration of smartphones and the increasing use of internet are also expected to boost the growth of the market.

- The growing popularity of cloud kitchens is also expected to create new opportunities for the online food delivery market.
- The increasing competition among the players in the market is expected to drive innovation and lead to better customer service.

Overall, the Indian online food delivery market is expected to witness robust growth in the coming years. The market is expected to be driven by a number of factors, including the rising demand for convenience, the increasing penetration of smartphones and internet, and the growing popularity of cloud kitchens.

Source

1. www.imarcgroup.com/india-online-food-delivery-market
2. therollingplate.com/booming-of-food-delivery-industry-in-india/
3. www.expertmarketresearch.com/reports/india-online-food-delivery-market