

A photograph of an open cardboard box filled with nachos, including tortilla chips, melted cheese, ground meat, and various toppings like jalapeños and green onions. A small white cup of red sauce sits next to the box. The entire scene is set on a dark blue wooden surface. A semi-transparent grey banner is overlaid across the middle of the image, containing the title and subtitle text.

Food delivery in SG

A simple analysis of market trends relating to weather



Contents

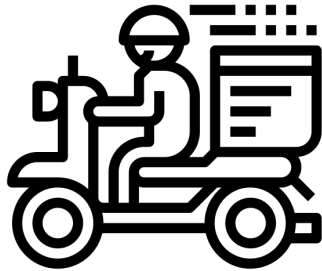
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Understanding the Problem

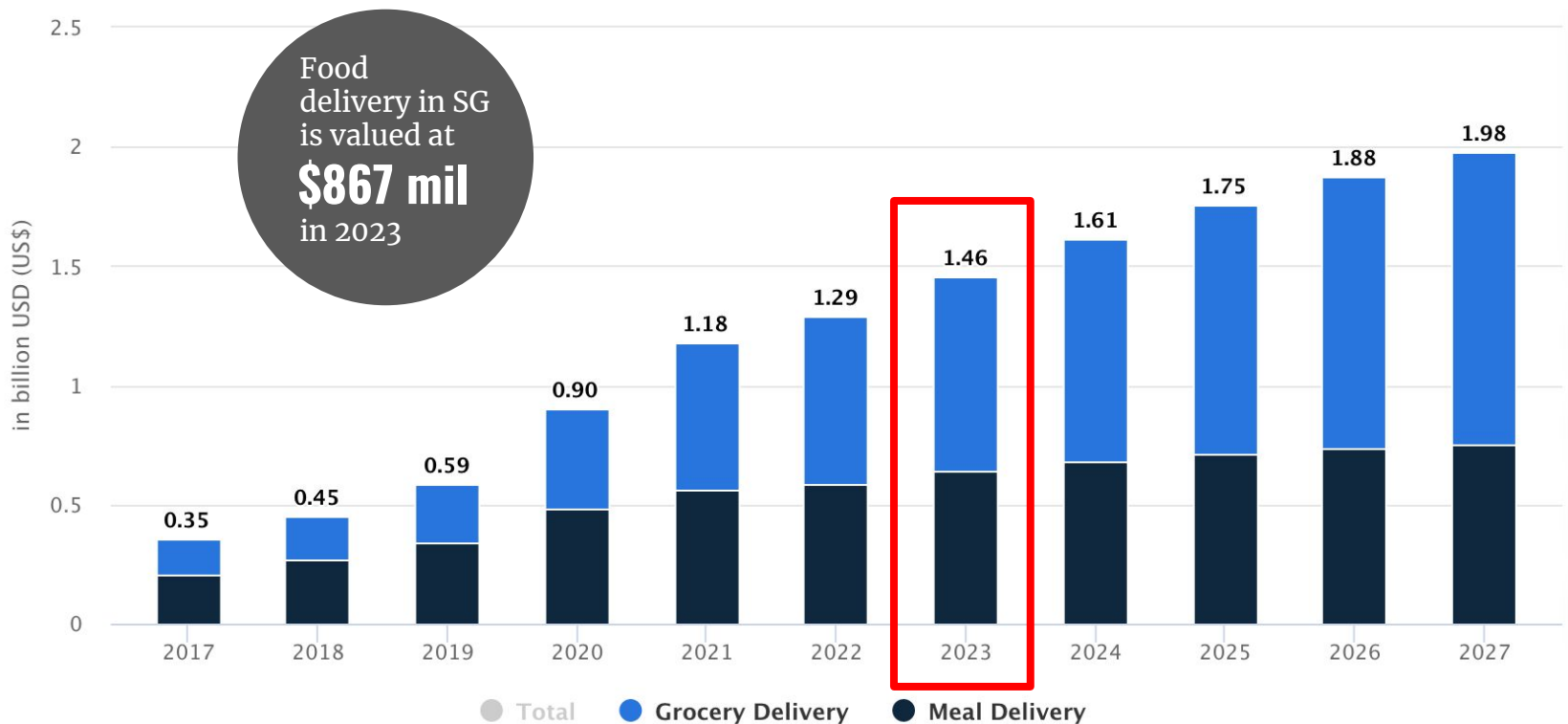
Is there space in the market for another food delivery service?

Are people still ordering food online now that Covid is endemic?

Does the weather affect food ordering patterns?



Understanding the Problem



Understanding the Problem

Foodpanda has

35%

market share

Grab has

56%

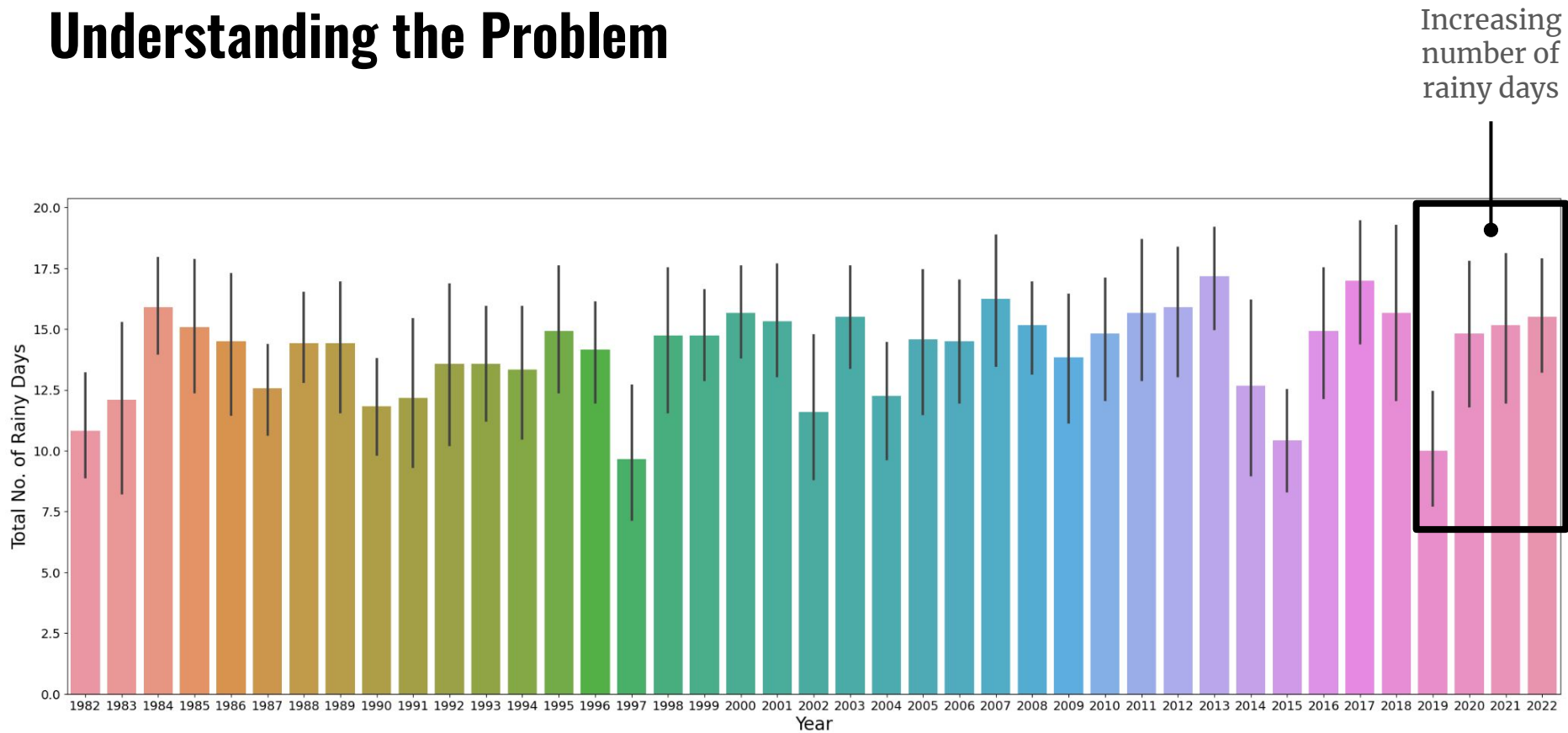
market share

Deliveroo has

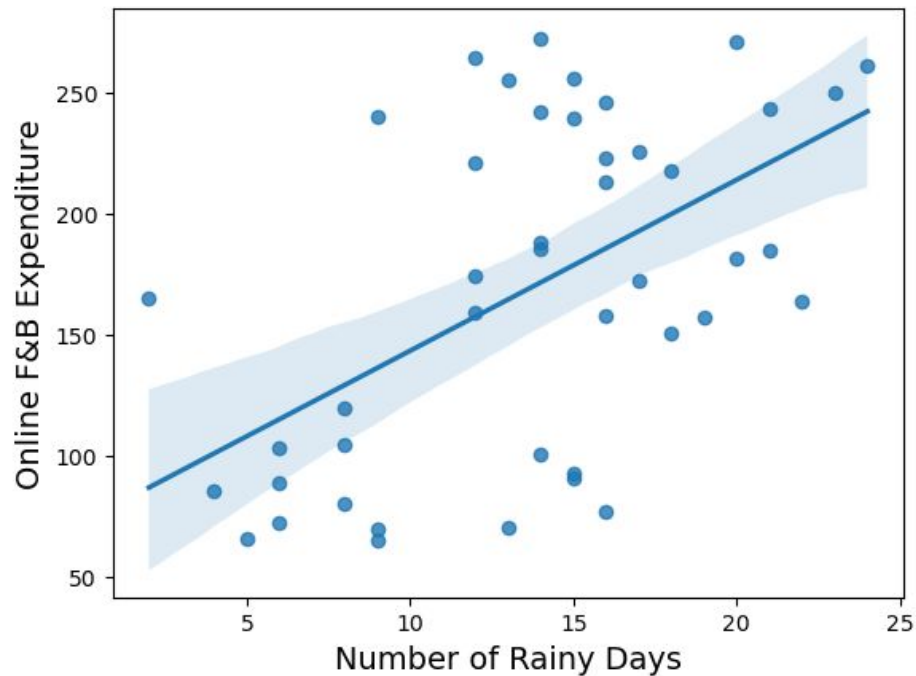
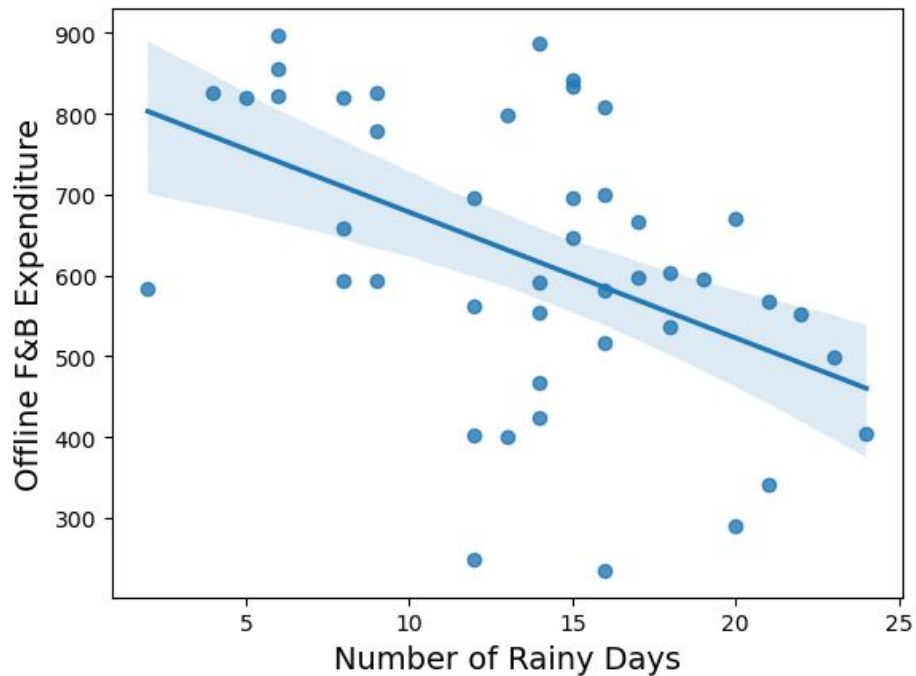
8%

market share

Understanding the Problem



Analysis



Changi



Changi - Malls



Relatively few
shopping
malls

Singapore Changi

Changi - Grab Food Eateries

Extremely dense network of eateries

The map displays the Changi area with a high concentration of green circular markers, each containing a white fork and knife icon, representing food eateries. The markers are most densely packed in the central and left portions of the map. Key roads labeled include 'Sungei Road', 'Changi Coast Road', and 'Singapore Changi'. The map also shows the 'Singapore Changi' airport terminal and surrounding infrastructure.

Changi - Grab Food Eateries

Extremely dense network of eateries

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Conclusion

- There seems to be a trend showing that Singaporeans are more likely to order food in when it is raining
 - This should be further studied – are certain cuisines more popular on rainy days? What is the maximum amount of rain surcharge Singaporeans will accept?
- On first glance, Grab has very comprehensive coverage of Changi, so a different neighbourhood might be a better target
- Alternatively, the Grab Food partners shown might be persuaded to change vendors if you can provide sufficient incentives

Limitations + Possible Future Studies

- The weather data came exclusively from Changi Weather Station
 - Weather patterns may not accurately reflect the weather across Singapore
 - Alternatively, behaviour of people in Changi may be different from people in Singapore generally due to factors that were not studied
 - Further studies should incorporate weather data from more regions
 - Further studies could consider other factors such as demographic, type of housing, income, number of working adults per household, availability of public transport, etc.)
- The online food and beverage dataset only spanned between 2019 and 2023
 - Further studies should seek to expand the timeframe studied
- Due to time constraints, the Grab restaurant data was not modeled more finely with food categories, prices, and delivery radii
 - Further studies could explore these impacts

Sources

Background Research

<https://www.statista.com/outlook/dmo/online-food-delivery/singapore#revenue>

<https://www.channelnewsasia.com/singapore/food-delivery-grab-deliveroo-foodpanda-industry-analysts-consolidation-3412766>

Additional Data Sets

<https://www.kaggle.com/datasets/polartech/16000-grab-restaurants-in-singapore>

<https://tablebuilder.singstat.gov.sg/table/TS/M601751>

<https://tablebuilder.singstat.gov.sg/table/TS/M602001>



Q&A