



FOOD INDUSTRY

REPORT & INSIGHTS

MENU

- **The Global Foodstuff: Food Is Everywhere**
 - USA Special
 - UAE Special
- **The Nourishing Cuisine: Why Investing In Food Industry Is Promising?**
- **The Special Buffet: How Technology Empower Food Industry?**
- **The Healthy Portions : The Next Is All About AI**
- **The Frequent Joints: List Of Successful Food Businesses**
 - Their Relishing Success
- **The Feature Platter**
- **The Secret To Great Recipe: Be The Next 'Food' Leader**
 - Cuisine Selection: Business Model
 - Healthy Ingredients: Tech Partner
 - Serving & Garnishing: Marketing
- **The Dessert**

FOOD IS EVERYWHERE

IN THE STATS

Online Food Delivery market is expected to hit **\$161.74 Billion by 2023.**

Source: [Globenewswire.com](https://www.globenewswire.com)

THE FACT

Revenue in the Online Food Delivery segment amounts to **US\$107,438m in 2019.**

Source: [Statista.com](https://www.statista.com)

IN THE STATS

The global food service market size is expected to reach a value of US\$ 4.2 Trillion by 2024, registering a **CAGR of 3.6% during 2019-2024.**

Source: [Prnewswire.com](https://www.prnewswire.com)

IN THE STATS

According to the food delivery market research of Allied Market Research, the market for delivery **mobile apps to hit \$16.6B in 2023.**

Source: [Restaurantdive.com](https://www.restaurantdive.com)

USA

FOOD INDUSTRY



DID YOU KNOW

One million restaurants are currently in operation in the United States alone.

Source: Restaurant.org

IN THE STATS

60 percent of U.S. consumers order delivery or takeout once a week.

Source: Pymnts.com

THE FACT

The average revenue per user (ARPU) in food industry currently amounts to **US \$66.45**.

Source: Statista.com

THE GROWTH

Delivery sales could rise an annual average of more than **20 % to \$365**.

Source: Statista.com



UAE

FOOD INDUSTRY

DID YOU KNOW

Nearly **100 new restaurants, cafes** open in Dubai every month.

Source: Gulfnews.com

IN THE STATS

3 out of 4 people in the UAE get their food delivered at their places at least

Source: Fatbit.com

THE FACT

Food and beverage internet sales grow at a **CAGR of 21% in the UAE** region.

Source: Prnewswire.com

THE GROWTH

Revenue in Online Food Delivery is expected to show an **annual growth rate of 10.1%**.

Source: Statista.com

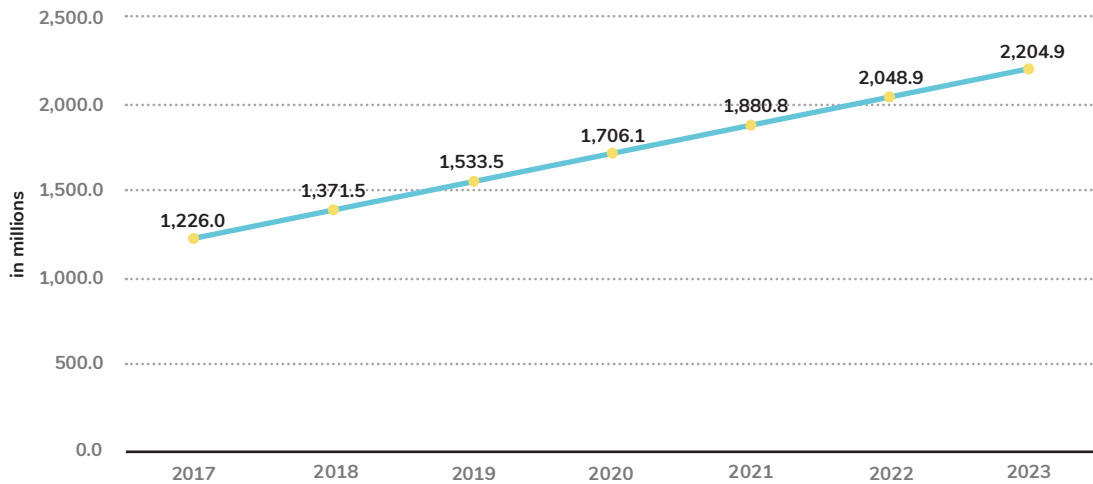


AND THAT'S NOT ALL!

Food Industry Is There To Rule
For Longer Than You Think



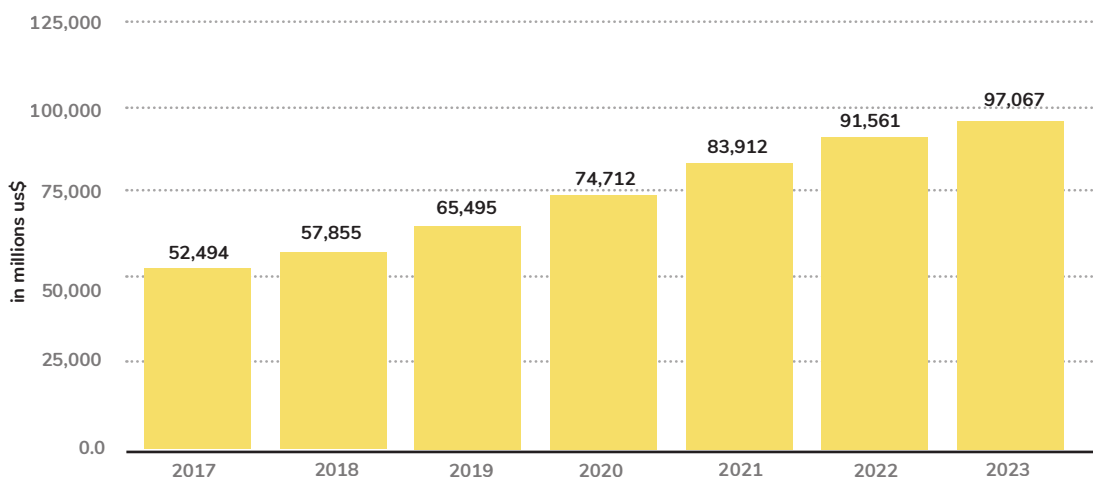
WHY INVESTING IN FOOD INDUSTRY IS PROMISING?



Increasing Number Of Consumers

User penetration in Food Industry is 20.8% in 2019 and is expected to hit 28.8% by 2023.

Source: Statista.com



Increasing Revenue Rate

Revenue in the Food & Beverages segment amounts to US\$65,495m in 2019 and is expected to turn around US\$97,087m by 2023.

Source: Statista.com

DID YOU KNOW

Over 80 percent of restaurants are turning to technology—like online ordering, reservation and inventory apps, and restaurant analytics -now more than ever to help them run their business successfully and efficiently.

Source: Upserve.com



HOW TECHNOLOGY EMPOWERS FOOD BUSINESSES?



Real Time Tracking

Social Sign-Ups

Seamless Ordering

- The Mighty Burger \$24:00
- Brown Butter Sclops \$24:00

Checkout

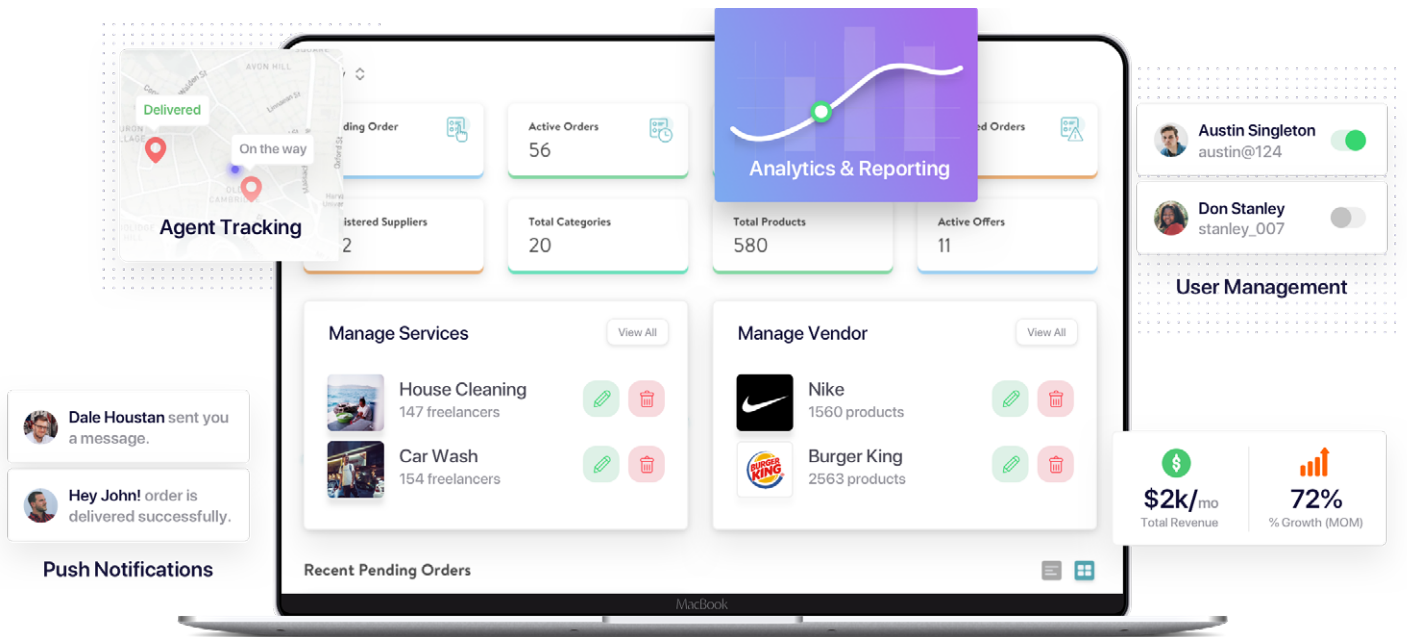
Multiple Payment Mode

iOS/Android Apps

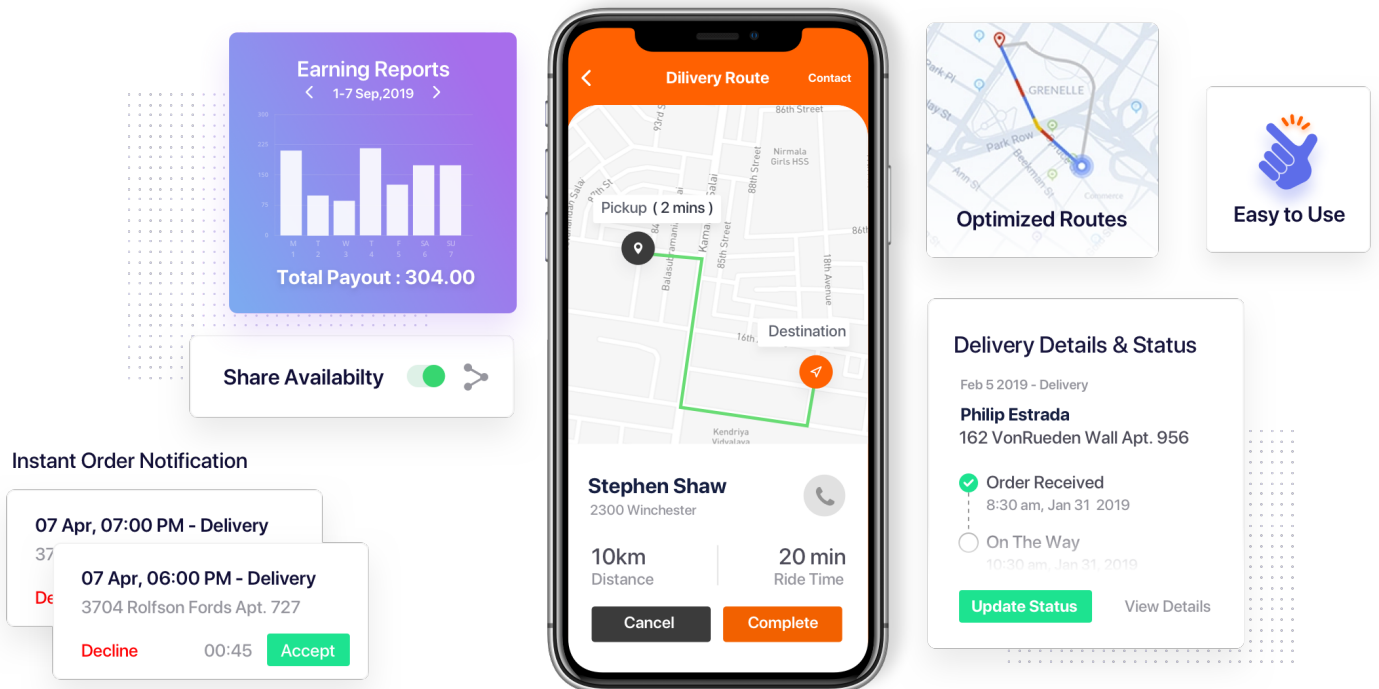
Chat Support

Distance	Price	ETA	Payment
4.2 mi	\$5.99	14:29	Cash

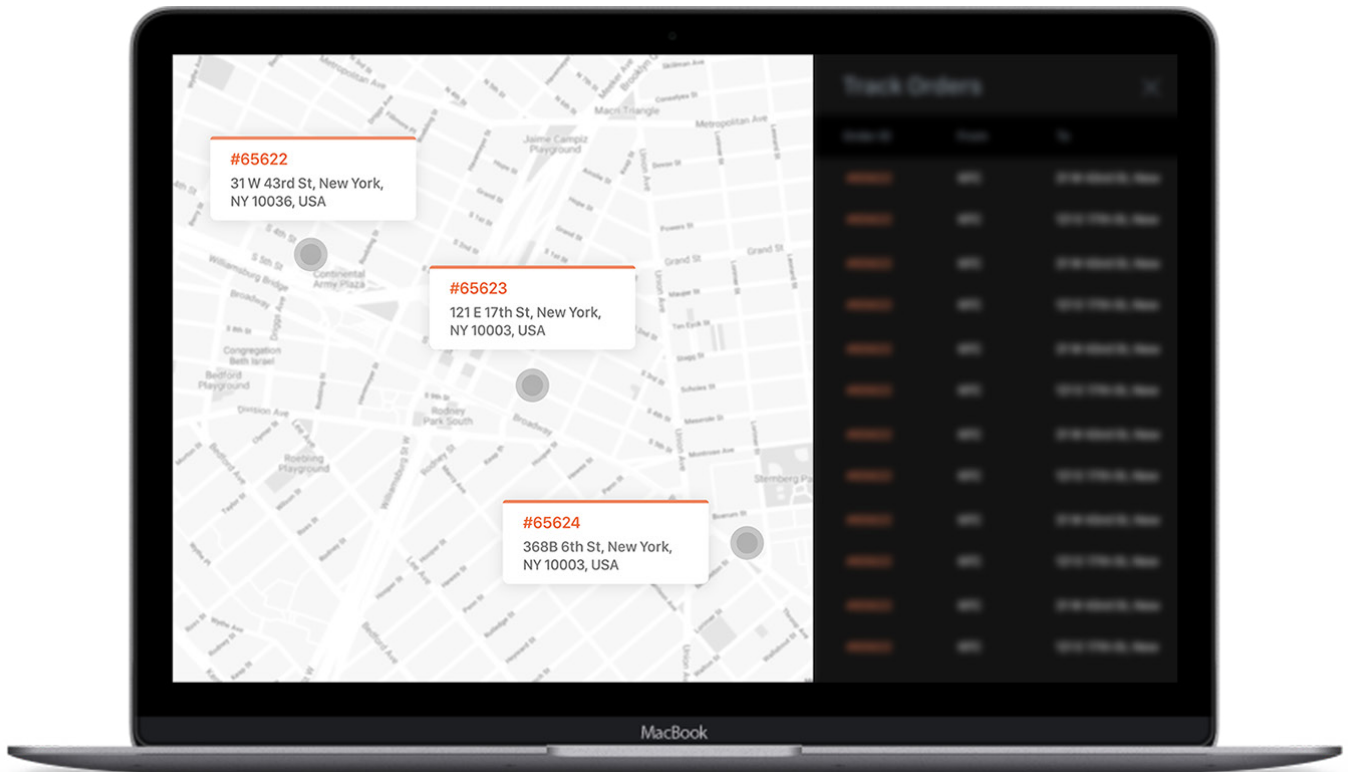
Customer Ordering App & Website



Admin Dashboard



Agent App



Delivery Management System and Invoice & POS System

NEXT-GENERATION GUEST EXPERIENCE: A FULLY INTEGRATED APPROACH



- Guest views restaurant websites to review menu, price, location
- Consults third party sites
- Selects a restaurant

- Guest determines what to order / how to customize
- Places order online / on an app or in-restaurant

- Guest determines how he / she would like to pay for meal
- Pays bill and may opt to split with friend

- Guest waits for meal
- Looks for something to do to occupy him / herself

- Guest has finished meal
- Reviews new loyalty points
- Engages social media
- Provides feedback
- Determines if he / she will return



Restaurant capabilities for the next-generation guest experience

- Integrated menu, pricing & location (on app / website)
- Search engine optimization
- Third party collaboration (e.g., restaurant review sites)

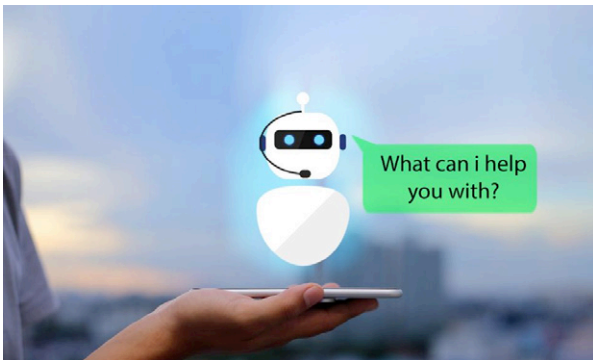
- Menu customization
- Technology enabled personalization

- Digital ordering & paying (e.g., app, website, kiosk)
- Mobile & flexible payment options
- Data collection

- Wait time management platforms
- Experiential offerings during wait time

- Loyalty programs with customized offers
- Analytics & communication platforms
- Social

THE NEXT IS ALL ABOUT ARTIFICIAL INTELLIGENCE (AI)

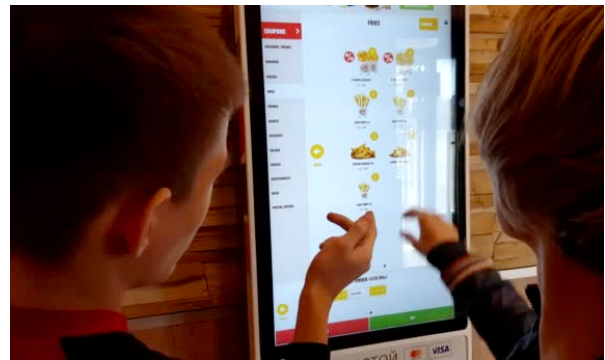


AI Chatbots

THE FACT

80% of businesses are expected to have some sort of chatbot automation by 2020.

Source: Outgrow.co



Touchscreen Menu

THE FACT

79% of customers believe that touchscreen ordering will make their experience more convenient.

Source: Buzztime.com



Drone Delivery

IN THE STATS

Nearly 47% of Americans say they're interested in drone deliveries.

Source: Reportlinker.com



AI Based Analytics

IN THE STATS

AI has the potential to boost rates of profitability by an average of 38 percent by 2035.

Source: Accenture.com

ONLINE AGGREGATORS: RULING FOOD INDUSTRY WITHOUT OWNING A SINGLE RESTAURANT!































While the earlier versions of online food delivery service were limited to a single restaurant or menu, it is now a veritable buffet. It allows customers to access thousands of restaurants and millions of dishes, with just few clicks.



THERE IS A LIST OF SUCCESSFUL FOOD BUSINESSES, INSPIRING ENTREPRENEURS TO INVEST IN FOOD INDUSTRY

Top Food Delivery Apps Worldwide for Q2 2019 by Downloads



Overall Downloads	App Store Downloads	Google Play Downloads
1  Uber Eats	1  Uber Eats	1  Zomato
2  Zomato	2  DoorDash	2  Uber Eats
3  Swiggy	3  Yelp	3  Swiggy
4  Rappi	4  Box Horse	4  Rappi
5  DoorDash	5  Hungry?	5  Foodpanda
6  Foodpanda	6  Rappi	6  iFood
7  iFood	7  US Group Take-Out	7  DoorDash
8  Yelp	8  Foodpanda	8  PedidosYa
9  Grubhub	9  Word of Mouth	9  Postmates
10  Postmates	10  Grubhub	10  Grubhub

Note: Does not include downloads from third-party Android stores in China or other regions.



AND THEIR SUCCESS IS REALLY INSPIRING

ZOMATO

Logs 225% surge in revenue in first half of 2019

Source: Economicstimes.com

SWIGGY

Scores a 232% surge in revenue, inches closer to Zomato's revenue

Source: Economicstimes.com

UBER EATS

Growing 53% YoY & accounted for \$337 million in adjusted net revenue

Source: Businessinsider.com

DOORDASH

Raised \$400 million, bringing the total valuation for the brand to \$7.1 billion.

Source: Wikipedia.org

RAPPI

Capitalization value reaches 3.5 billion U.S. dollars, representing a 250 % increase in the company's net worth

Source: Statista.com

GRUBHUB

With 36% year-over-year increase in revenue, it reaches \$325 million,

Source: Businesswire.com

INDUSTRY GROWTH RATES HAVE SKYROCKETED AS MILLIONS OF CUSTOMERS HAVE SHOWN THEMSELVES MORE THAN WILLING TO HAVE FOOD DELIVERED AT THE PRESS OF A BUTTON.




This has also raised the customer's expectation manifolds...

NEXT-GENERATION GUEST EXPERIENCE: WHAT DID CUSTOMERS SAY?

 **#1** **FACTOR IS MENU** when selecting a restaurant for the first time...

...guests want the ability to **CUSTOMIZE THEIR ORDERS** 

+6%  Frequency of visit
+~20%  Average spend / visit
 Within a QSR, when **TECHNOLOGY IS USED TO PLACE ORDER...**

40%  Prefer to **ORDER ONLINE** and when they do, spend **increases**
26%  QSR
13%  casual & fast casual

Guests want to **PAY BY PHONE**

 **48%** Drive through

 **46%** Take-out

 **31%** In-restaurant

Respondents want **PAYMENT FLEXIBILITY** (e.g. splitting check)





 **53%** Drive through

 **54%** Take-out

 **50%** In-restaurant


87%  of respondents belong to **FEWER THAN 3 LOYALTY PROGRAMS**

Loyalty members want:

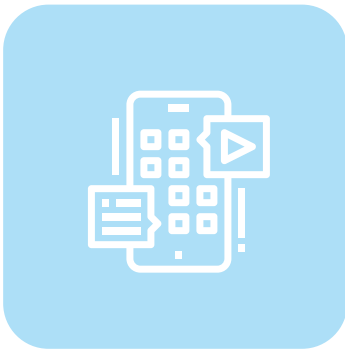
-  **Discounts**  **51%**
-  **Engagement rewards**  **44%**

50% of those who do, want to **USE RESTAURANT APP**

84%  return if restaurant **RESPONDS DIRECTLY** to their feedback

 Tracking **loyalty points** is **A KEY FEATURE** users want on a restaurant app

FEATURE PLATTER TO SERVE YOUR CUSTOMERS BETTER



ORDERING MOBILE APPS

FACT

When it comes to making a purchase, 64% of people find customer experience more important than price.

Source: Wizville.fr



MULTIPLE PAYMENT GATEWAYS

FACT

74% of people are likely to switch brands if they find the purchasing process too difficult.

Source: lperception.com



DYNAMIC WEBSITE

FACT

More than 70% users prefer to check the restaurant menu on the restaurant's website to make their dining decisions.

Source: Powerdia.com



IN-APP LIVE CHAT

FACT

Customer satisfaction ratings for live chat are often higher than all other support channels, likely because of the speed and conversational nature.

Source: [Revechat.com](https://revechat.com)



REFERRALS & LOYALTY POINTS

FACT

After having a positive experience with a company, 77% of customers would recommend it to a friend.

Source: [Qualtrics.com](https://qualtrics.com)



REAL-TIME TRACKING

FACT

51% of consumers want realtime visibility into the status of their orders.

Source: [Oracle.com](https://oracle.com)



ON-TIME DELIVERY

FACT

13% of Shoppers never come back if their delivery isn't on time

Source: [Smallbiztrends.com](https://smallbiztrends.com)



RATING & REVIEWS

FACT

72% of customers won't take action until they read reviews.

Source: [Business2community.com](https://business2community.com)

YOU CAN BE THE NEXT 'FOOD' LEADER

ALL YOU NEED IS...

1 A BUSINESS MODEL

To Start With Your Food Delivery
Business

2 RIGHT TECH PARTNER

To Get Started With A Robust &
Scalable Solution

3 DIGITAL MARKETING IDEAS

To Drive More Sales & Profits



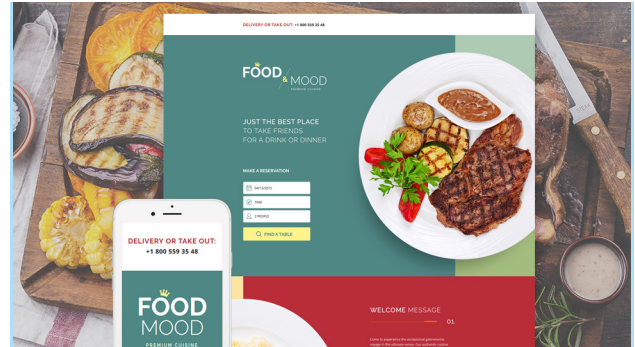
BUSINESS MODELS



ORDER ONLY

Increase number of orders by replacing the old phone-ordering system with an optimised web & mobile platform.

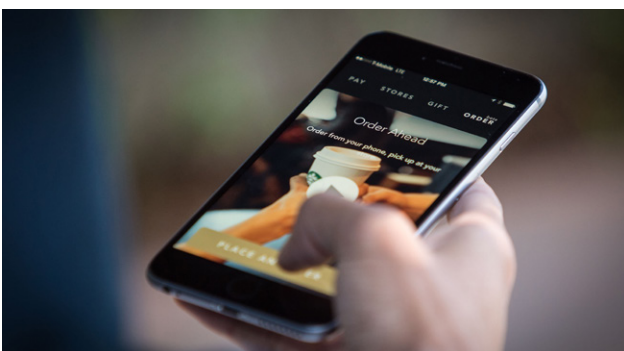
Example: JustEat, Grubhub, Delivery Hero (first generation)



SINGLE/MULTI STOREFRONT

Get customized website & highly intuitive mobile apps for your single or multiple food stores.

Example: Dominos, McDonald's, KFC, etc.



FOOD AGGREGATORS

Bring orders and requests from customers to the restaurants & manage the delivery with help of independent courier.

Example: Zomato, Swiggy, Doordash, Deliveroo, etc.



FULLY INTEGRATED MODEL

Manage the entire food cycle, source ingredients, prepare meals, and deliver them (instantly or scheduled)

Example: Sprig, Maple and SpoonRocket



RESTAURANT/TABLE BOOKING PLATFORM

Let customers make online table reservations & payments at their favorite restaurants in a hassle-free manner.

Example: OpenTable, Eat App, TableIn, Resy

IN THE STAT

OpenTable claims more than 16 million diners per month via online bookings across more than 32,000 restaurants.

Source: Opentable.com



SPECIALIZED SERVICES

Give your customers access to specialized services like live recipes and healthy eating, enabling easy online listings & appointment scheduling.

Example: BigOven, Wild Ediblesm, Yummly, SideChefSeafood Watch

DID YOU KNOW

Nearly 23 million people have asked Google for the food recipe and cooking app.

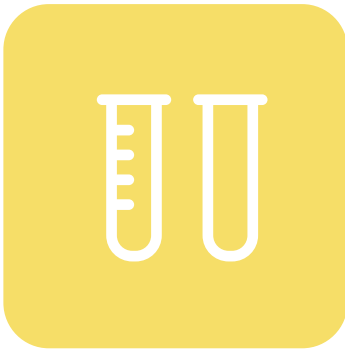
Source: Slideshare.net

RIGHT TECH PARTNER



CUSTOMIZE THE WAY YOU LIKE

Give your customers a personalized experience



TRIED AND TESTED SOLUTION

Start & scale your food business with a bug-free



YOUR APP, YOUR RIGHTS

Own the rights to the source code & get IP rights for the same



SAVE TIME AND MONEY

Get your business running in no time & start earning more

THE CHANGING PHASE OF MARKETING IN FOOD DELIVERY INDUSTRY



FOCUS IS ON CUSTOMER EXPERIENCE

To boost the number of customers & brand loyalty, it is important to work on customer experience.

EXAMPLE:

With Zomato Gold, their restaurant partners observed an increase in new customers & loyalty. “We found that there is a 3X increase in Zomato traffic on Gold vis-a-vis non-Gold restaurants”. “83% of our users discovered and visited a Gold partner restaurant for the first time, after becoming a member”

Source: Zomato.com



TURNING DIGITAL IS THE RIGHT WAY

DID YOU KNOW

Dominos was the first pizza company to launch an online tracker and voice ordering app.

Source: Adage.com

It allowed customers to order pizza from anywhere including Slack, Facebook Messenger, their mobile app, Twitter, Google Assistant, Alexa, & even Smart TVs.

IN THE STATS

Their online orders rose by nearly 29% and app-based orders shot up by more than 41%

Source: Bbc.com

INEXPENSIVE MARKETING IDEAS TO BOOST YOUR FOOD DELIVERY BUSINESS GROWTH



HOST AN EVENT

Bring in prospective customers with events like a wine tasting or dish tasting.



CREATE USEFUL CONTENT

Sharing informative & relevant content like how-to guides, blog posts, etc. can help.



PUBLISH PHOTOS & VIDEOS

Post high-quality food photos on Instagram, Pinterest, Facebook, etc. to draw in hungry eyes & customers.



GET GOOGLE MY BUSINESS

Give your users quick and easy access to your website, reviews, & other information using Google.



THE POWER OF LIVE STREAMING

Get in touch with your customers on a more intimate level, letting them watch their brands live from time to time



CREATE EVENTS/ CONTEST

Increase your exposure by running some events, challenges, or contests, requiring your audience to like, share, or comment.



While the inexpensive ways are best to develop brand voice, enable authentic interactions with customers, and educate your customers, there arises a need for paid marketing for faster and greater conversions.



DISCOUNTS & COUPONS

Offer a loyalty program, discounts, coupons, etc. to let your old and new customers make more orders.

PAID MARKETING IDEAS TO BOOST YOUR FOOD DELIVERY BUSINESS GROWTH

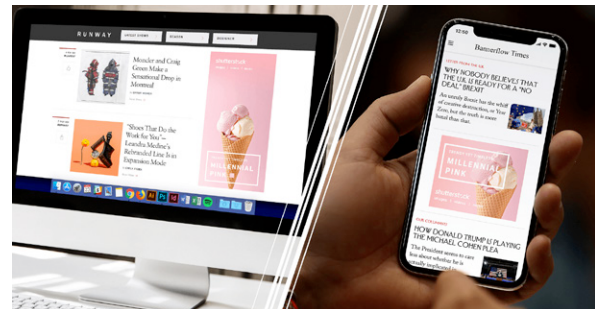


PAID ADS

IN THE STATS

On average, 41 percent of clicks go to the top 3 paid ads on the search results page.

Source: Wordstream.com

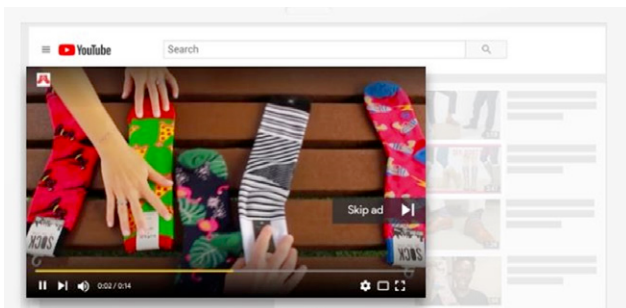


DISPLAY ADS

THE FACT

Display advertising has proven to increase traffic to websites by 300 percent.

Source: Visual.ly



YOUTUBE ADS

DID YOU KNOW

43% of new customers make their first purchase because they saw the product in a YouTube ad.

Source: Bluelist.co



VIDEOS ADS

IN THE STATS

Video ads are clicked 73% more often than display banners.

Source: Disruptiveadvertising.com

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ONLY 11% OF THE WORLD'S POPULATION HAS ACCESS TO FOOD DELIVERY PLATFORMS.

But with the help of stats and trends, we foresee immense expansion of this industry. By the end of the next decade, it is surely going to be more effective. From serving every type of food to making deliveries by drone/robot, the food industry will experience huge revolution.

-Forbes.com

DOES SUCCESS OF APPS LIKE ZOMATO, SWIGGY, GRUBHUB, DOORDASH INSPIRES YOU?

NOW Is The Right Time To Get Started!

Let's Build The Next Inspiring Food Delivery Business Together.



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