

ONLINE FOOD DELIVERY  
IN THE SPOTLIGHT:EXPLORE  
THE LATEST TRENDS  
IN CHINESE ONLINE  
FOOD DELIVERY  
MARKET

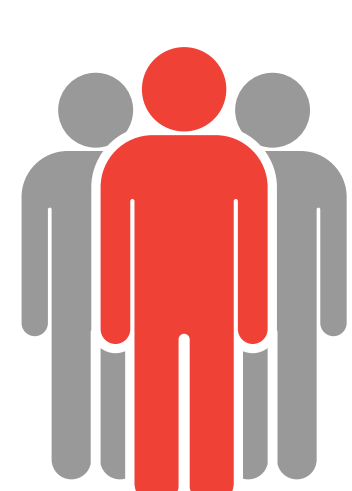
The world 'how people eat' is changing dramatically, and the demand for food delivery is booming with a growth rate that has been over 20% over the last five years, more than tripled since 2017. The market size has grown nearly 40-fold and has reached 811.7 billion yuan in 2021. According to Expert Market Research, the online food delivery market in China is projected to grow at a CAGR of 112% between 2022-2027. The online food delivery market is highly competitive in China, the giant online food delivery platform – Meituan and ele.me taking around 95 percent of China's online food delivery market.

Online food delivery in China was growing rapidly before the pandemic and even faster during the pandemic. The online food delivery platforms offer great convenience and efficiency to consumers with the ability to quickly order meals or groceries in just a few clicks. According to Statista, the China online food delivery market is forecasted to reach 941.71 billion RMB in 2022, making China the largest online food delivery market in the world.

Based on iAudience data, we have traced and profiled Chinese netizens who browsed the online food delivery platforms, highlighting their audience profiles, preferences and online behavior to help marketers better understand the trend and insights in the Chinese online food delivery market.

## AUDIENCE DEMOGRAPHICS

## BRAND SCALE



9.90M

As of 15<sup>th</sup> Jul 2022

## GENDER

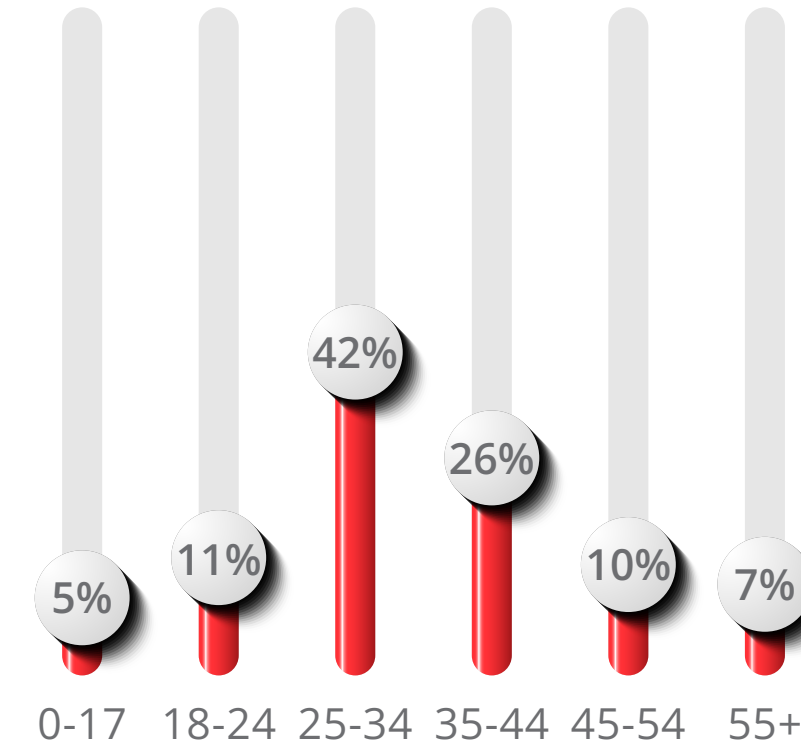
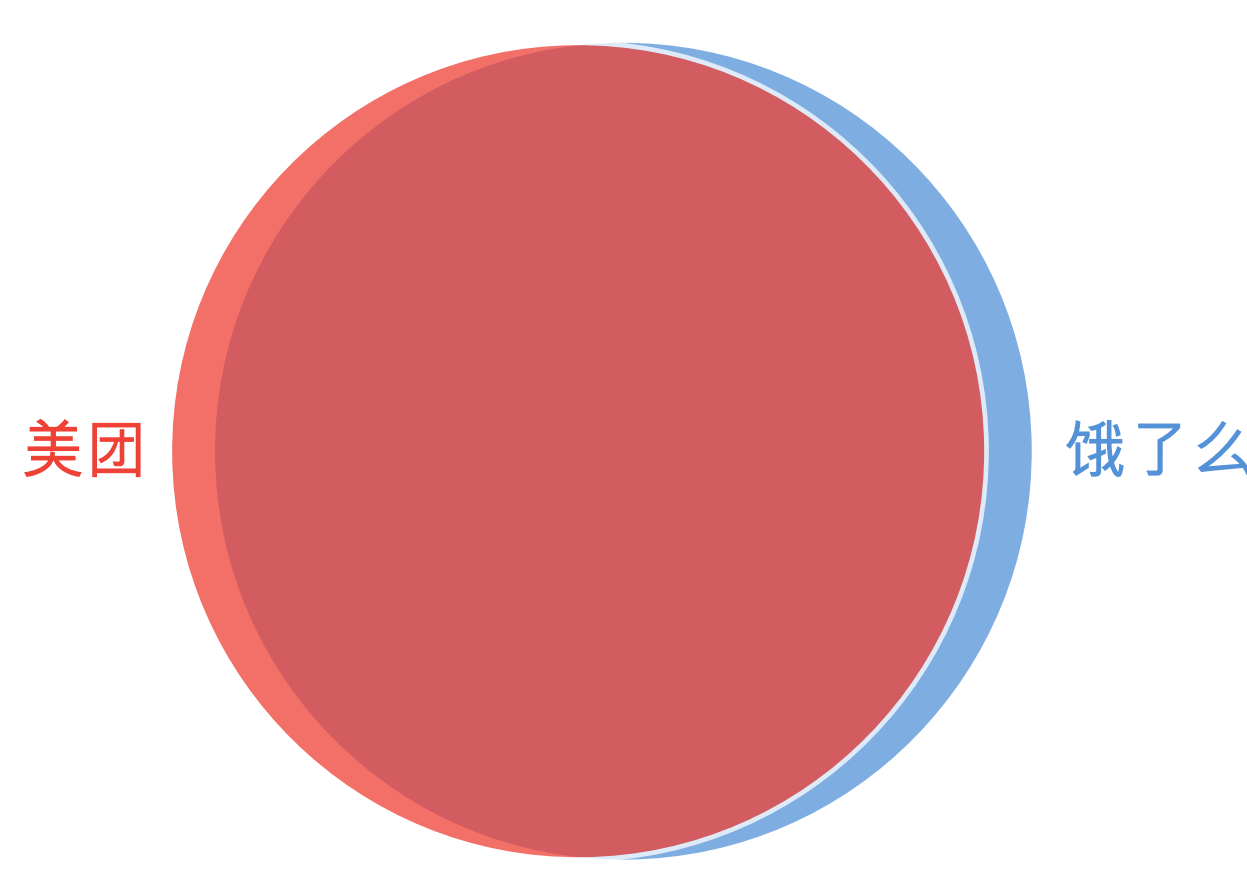


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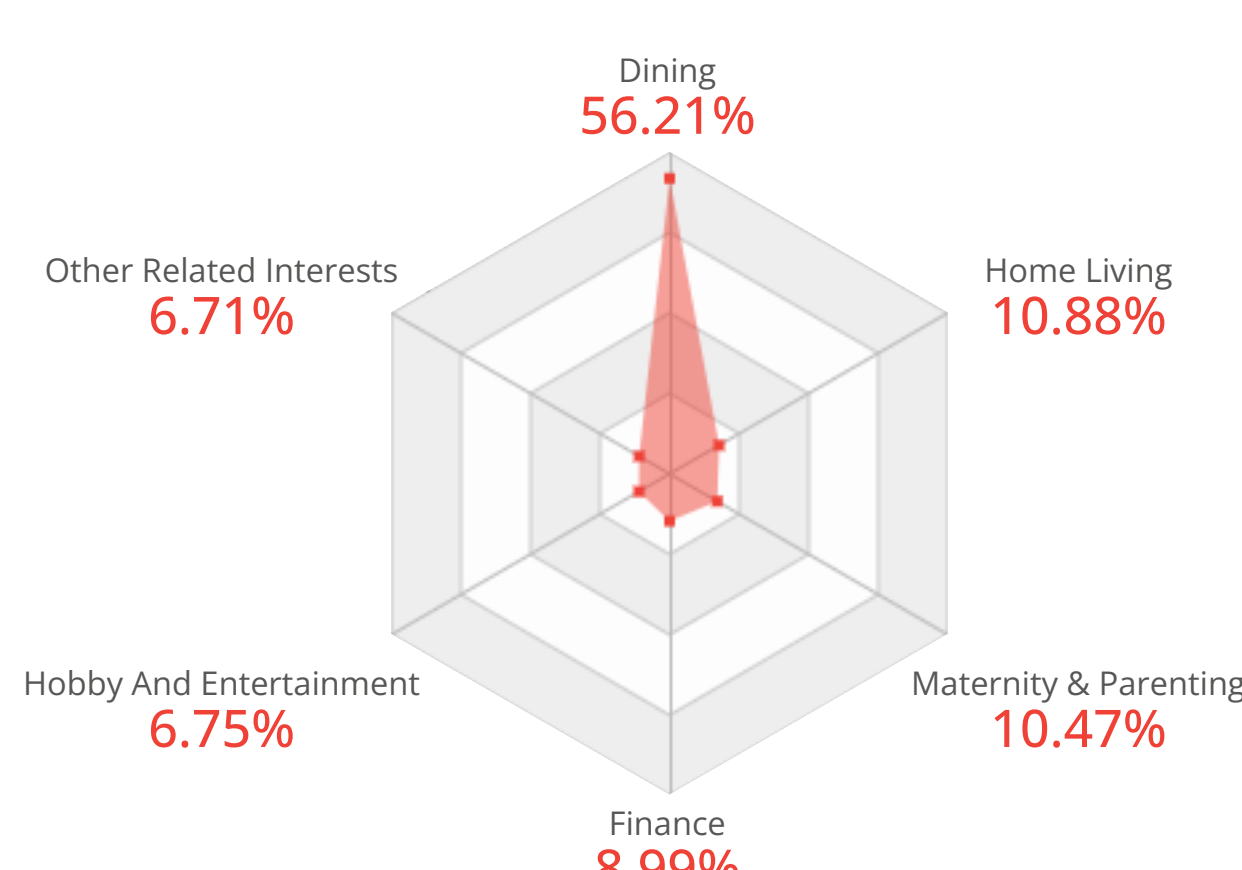


46%

## AGE

MARKET LANDSCAPE OF  
ONLINE FOOD DELIVERY PLATFORMS

## AUDIENCE INTERESTED CATEGORIES



## Dining

- Cuisine
- Snack
- Alcohol
- Drink And Beverage
- Asian Cuisine

## Home Living

- Life Service
- Consumer Digital Products
- Home Living And Decoration
- Family Life Service
- Home Audio

## Maternity &amp; Parenting

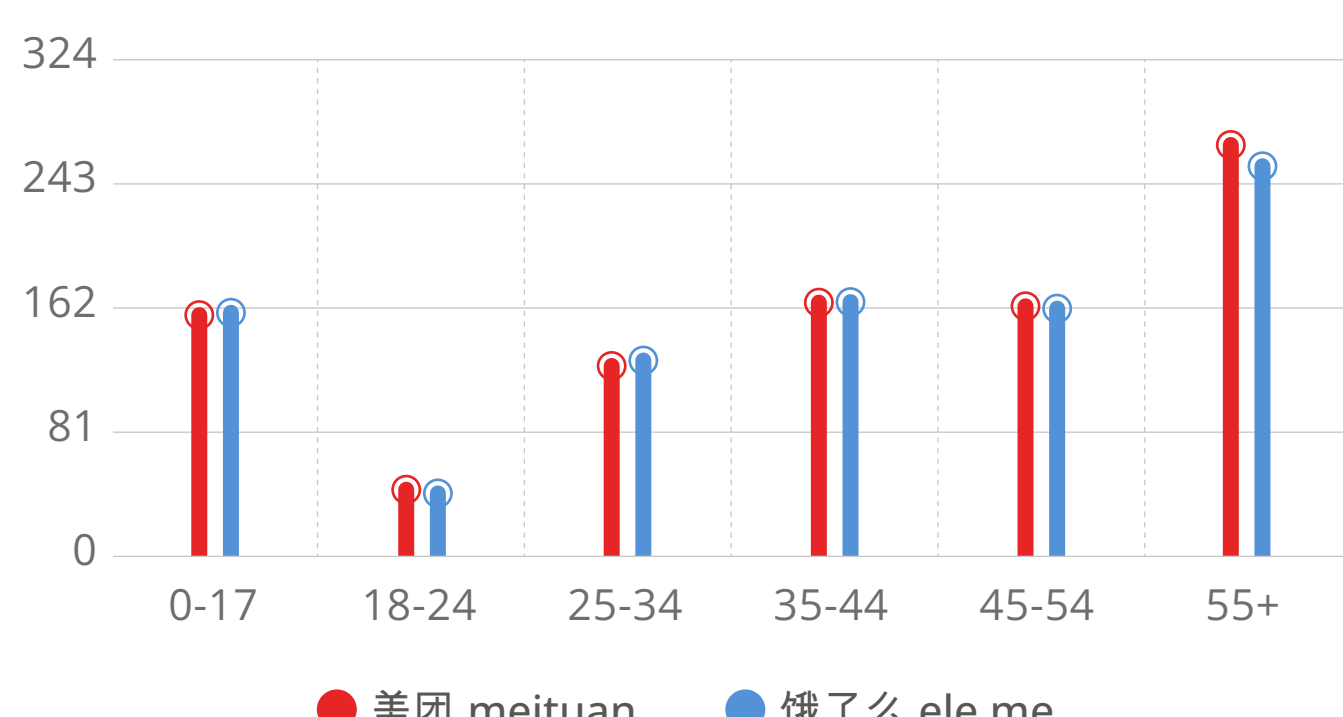
- Child Care
- Baby Care
- Children's Food
- Infant Supplement

## AUDIENCE INTERESTED KEYWORDS

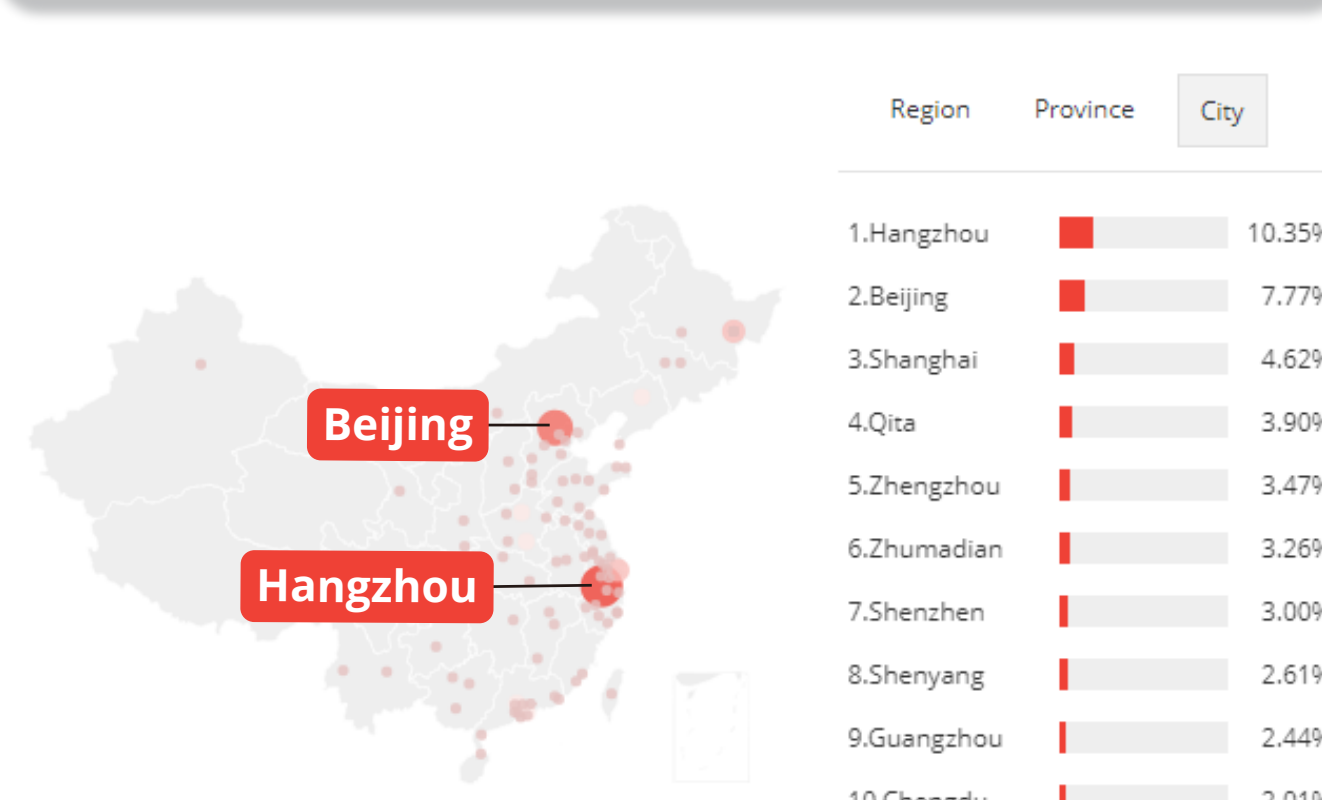
- **Important Factors:** Comment<sup>1</sup>, Negative Comment<sup>2</sup>, Food Safety<sup>3</sup>, Packaging<sup>4</sup>, Cash Back<sup>5</sup>
- **Online Stores:** Pharmacy<sup>6</sup>, Retail Store<sup>7</sup>, Restaurant<sup>8</sup>
- **Regulations:** New Regulations<sup>9</sup>, N95 Face Mask<sup>10</sup>, Health Certificate<sup>11</sup>, Nucleic Acid Test<sup>12</sup>, Rapid Antigen Test<sup>13</sup>



## BRAND PREFERENCE INDEX BY AGE



## AUDIENCE GEOGRAPHIC LOCATIONS



Source: iAudience Data as of Jul 2022

KEY INSIGHTS ON CHINESE AUDIENCE BROWSING  
ONLINE FOOD DELIVERY PLATFORMS RELATED TOPICS

01



The two dominating online food delivery platforms – meituan and ele.me are competing for the same group of audiences.

02



On top of Dining, the audiences interested in topics related to **Home Living and Maternity and Parenting**.

03



Audiences pay more attention to the health and safety protections of food delivery workers during pandemic.

04



Majority of the interested audiences tend to order **Beverages and Fresh Food** via online food delivery platforms. e.g. **Milk Tea, Coffee and Groceries**

