METHODOLOGY

The information in this report is based on data points collected from Measurable AI’s proprietary consumer panel, where anonymized transactional e-receipts are aggregated to create consumer insights.

This report provides an overview of the online delivery (food + grocery) market across 9 regions: Singapore, Malaysia, Thailand, Indonesia, Hong Kong, Taiwan, Philippines, India, and Japan. Due to the limitation of a transactional e-receipt panel, not every food delivery company in these markets are included in the report. Online delivery orders include both food and grocery deliveries in this report.

Measurable AI (https://measurable.ai) is the leading provider of transactional e-receipt data for the digital economy across the emerging markets. Through aggregating and anonymizing real purchase e-receipts from our proprietary consumer panel, we provide actionable and timely insights for savvy investors and corporations around the world.

DISCLAIMER

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PART I

ASIA ONLINE DELIVERY DEMAND AND CONSUMPTION OVERVIEW 2019-2022
INTRODUCTION

The pandemic has brought about rapid changes in the online delivery (food+grocery) industry, both in terms of merger and acquisition activities, as well as noticeable shifts in consumer spending habits. Looking into Asia alone, Measurable AI’s dataset reveals that consumers’ demand for online delivery has consistently increased throughout the pandemic and the average order value (“AOV”) spent on each delivery has stabilized as well amongst the online delivery aggregators.

Philippines, Thailand, Malaysia and Hong Kong are among the fastest growing markets in Asia in terms of annual growth rate, followed by Taiwan, Japan, Singapore and India.

We hope this report helps you gain a better understanding of the past four years of the online delivery industry in Asia and how it has evolved in response to the pandemic.
Singapore's online delivery (food + grocery) demand trend saw two surges over the past four years, and grew at a 47.1% CAGR based on order volume throughout 2019 to 2022. The first leap was around the beginning of the pandemic, and the second around 2021 May. Singaporeans's average spend per order on online delivery continued to rise from 20 SGD back in 2019 to almost 30 SGD as of 2022 Q4.
In Malaysia, the online delivery (food + grocery) demand has been consistently increasing, and grew at a 81% CAGR based on order volume throughout 2019 to 2022. The overall demand trend continues to stay in Malaysia in the first half of 2022, but has shown some slow down in the second half. In terms of Average Order Value, Malaysian users spend around 30 MYR per order.
The Thailand online delivery (food+grocery) market grew at a 94.5% CAGR based on order volume from 2019 to 2022. The online delivery demand trend in Thailand experienced some exponential growth around early 2020, and showed some slow down in 2022. The Average Order Value in Thailand fluctuated around 150 THB in 2019-2021, and grew to around 170 THB entering 2022.
The Philippines online delivery (food+grocery) market demand trend from 2019 up until the end of 2022 has been a noticeable increase with a sharp rise in demand from April 2020 till January 2021, and has stabilized since then. The market grew at a CAGR of 115.6% based on order volume from 2019 to 2022. The Average Order Value remains steady around 400 ~ 500 PESO.
The Average Order Value in Indonesia keeps growing over the past four years. It has grown from under 40000 IDR (2019) to over 60000 IDR (in 2022).

Measurable AI: Indonesia Online Delivery (Food+Grocery) Demand Trend

Demand Trend = Estimated order volume index, which is based on the monthly order volume captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range 2019 January to 2022 December. Food delivery companies included in this chart: GoJek, Grab. Demand Trend in Indonesia is not plotted in complete in this chart due to limitation of data range.
Enter Covid there became a noticeable uptick in both online delivery (food+grocery) order volumes as well as Average Order Value in Hong Kong market, which grew at a CAGR of 73.9% from 2019 to 2022 based on order volume. The online delivery demand continues to increase in Hong Kong in 2022: from January to February 2022, monthly order volumes effectively doubled from the norm.
The Taiwan online delivery (food+grocery) market showed continuous increase in demand from 2019 up until today, with a CAGR of 66.2% based on order volume from 2019 to 2022. Average order Value has grown from around 250 NT (2019-2021) to around 290 NT as of 2022.

Measurable AI: Taiwan Online Delivery (Food+Grocery) Demand Trend
*Demand Trend = Estimated order volume index, which is based on the monthly order volume captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range 2019 January to 2022 December. Food delivery companies included in this chart: Uber Eats, Foodpanda.
There was a sharp drop in online delivery (food + grocery) demand in India late March 2020 to early May 2020 due to the lockdown. It was quickly picked up and grew full throttle up until September 2021. A CAGR of 17.9% based on order volume in India market was seen from 2019 to 2022. The Average Order Value in India peaked around April 2020 and remained at that level since then.

Measurable AI: India Online Delivery (Food + Grocery) Demand Trend

*Demand Trend = Estimated order volume index, which is based on the monthly order volume captured in Measurable AI’s unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range 2019 January to 2022 December. Food delivery companies included in this chart: Uber Eats, Swiggy, Zomato

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The Japan online delivery (food + grocery) market size has been growing steadily, at around 60.4% CAGR based on order volume throughout 2019 to 2022. The Average Order Value on food delivery in Japan remained around 2000 JPY.
PART II

ASIA

ONLINE DELIVERY MARKET SHARE OVERVIEW 2019-2022
INTRODUCTION

Asia’s online delivery (food+grocery) market is highly concentrated and in recent years, adoption has been rapid in alignment with the rise of shared mobility solutions. Backed by large customer bases, the rise of mobile adoption and user dependency, super app operators are enabling value chain integration and we increasingly witness more on-demand deliveries of fresh foods and groceries.

In Southeast Asia, we mainly see Grab battling it out with Foodpanda in most markets and GoJek in Indonesia. While in other Asian countries we see Foodpanda pitted against Uber Eats and Deliveroo. As for India, the rivalry between Swiggy and Zomato ensues.
In Singapore, Grab is currently the market leader, holding over 50% of the market share in terms of order volume. Foodpanda, its main competitor, has over 30% of the market share as of 2022 Q4. Deliveroo remains a smaller share of about 5%, while newcomer Airasia Food has not yet gained significant market share.
In terms of Malaysia online delivery (food+grocery) market share, Foodpanda is leading the race with around 55% by order volume in 2022, and Grab falls shortly behind with around 45%. The two companies have been closely competing with each other since 2019.

**Measurable AI: Malaysia Online Delivery (Food+Grocery) Marketshare Overview**

*Order Volume = Estimated order volume index, which is based on the monthly order volume captured in Measurable AI’s unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range 2019 January to 2022 December. Food delivery companies included in this chart: Grab, Foodpanda. (Local player Beep is not included in this market share chart)
Back in 2019, Grab and Foodpanda were close to each other in market share in order volume. Foodpanda started to surge since the beginning of Covid, but slowed down in 2022. Grab remains steady growth in Thailand, and saw an exponential growth since early 2021. As of Q4 2022, Grab is leading in Thailand's online delivery market by order volume at over 60%.
In the Philippines, the online delivery (food+grocery) market is now led by Foodpanda which occupies around 60% market share by order volume as of 2022, and has been growing rapidly in Q4 2022. Grab has been slowly expanding in the Philippines with around 40% market share in 2022.

Measurable AI: Philippines Online Delivery (Food+Grocery) Marketshare Overview

*Order Volume = Estimated order volume index, which is based on the monthly order volume captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range 2019 January to 2022 December. Food delivery companies included in this chart: Grab, Foodpanda
The Indonesia online delivery (food+grocery) market is a close battle between Gojek and Grab. In the second half of 2022, both companies shared similar market share by order volume.

Measurable AI: Indonesia Online Delivery (Food+Grocery) Demand Trend. *Demand Trend = Estimated order volume index, which is based on the monthly order volume captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range 2019 January to 2022 December. Food delivery companies included in this chart: Gojek, Grab.
Ever since Uber Eats exited in late 2021, the Hong Kong online delivery (food+grocery) market has become a duopoly between Foodpanda and Deliveroo. As revealed by Measurable AI’s e-receipts data, Foodpanda is winning market share by order volume of around 70%. Deliveroo follows at around 30%.
After Deliveroo quit the market in 2020, Taiwan’s major players Uber Eats and Foodpanda. The competition has been fierce through the years, each owns almost half of the market share respectively. Entering 2022, Foodpanda shows some advantage in terms of order volume, and shares around 55% of the market.
The online delivery (food+grocery) market landscape in India is a fervent battle between Swiggy and Zomato. Uber Eats exited in January 2020 and was acquired by Zomato. Prior to the major lockdowns in India during Covid-19, Zomato was significantly winning market share by order volume. After March to mid-May 2020, Swiggy made a rapid comeback and overtook Zomato when it came to market share by order volume.
The Japanese online delivery (food+grocery) market is mainly taken by Uber Eats and Demaeacan. Uber Eats has been leading the market since 2020 by order volume, with a slightly lower Average Order Value (AOV) compared to its competitor. 2020 was the most competitive year for Japan's market, where in total eight players were in the game. Eventually, Foodpanda, Rakuten Delivery and Didi quit the market and left the two major players competing with each other.
PART III

ASIA ONLINE DELIVERY LOYALTY OVERVIEW 2019-2022
INTRODUCTION

Particularly as we enter the third year of the pandemic, we are seeing most people adjusting to the ‘new normal’ and returning back to working in the office. While it is not surprising to witness a pullback in purchases relating to remote work, what about online delivery? Digging into Measurable AI’s consumer panel, the data reveals that users are actually becoming more loyal now to the leading food aggregators than ever before. Could this be a paradigm shift in consumer behavior towards food delivery and online grocery purchases?
Malaysia's online delivery (food+grocery) market is a contest between Foodpanda and Grab. Measurable AI's e-receipt dataset reveals that the number of orders coming from Foodpanda's loyal users now exceed those of its new users since the end of 2021. Same goes for GrabFood. The Loyal group of users are now contributing more orders to both companies than those from the newly acquired users in Malaysia.

Measurable AI: To measure customer loyalty, we assume a customer is "loyal" if they purchased more than 12 months ago and are still ordering from the same platform up until today. Meanwhile, we define a "new" user as one who made an order within the latest 12 months. Online delivery orders include both food and grocery deliveries.

Data range from 2019 January to 2022 May.
For the Hong Kong online delivery (food+grocery) market, March 2021 seems to be the turning point whereby Foodpanda experienced more orders coming from its loyal users as opposed to new users for the first time and surged since then. Meanwhile, the same trend can be said for Deliveroo commencing June 2021, with a slight slower growth trend.

Measurable AI: To measure customer loyalty, we assume a customer is “loyal” if they purchased more than 12 months ago and are still ordering from the same platform up until today. Meanwhile, we define a “new” user as one who made an order within the latest 12 months. Online delivery orders include both food and grocery deliveries.

Data range from 2019 January to 2022 May

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The Taiwan online delivery (food+grocery) market indicates a clear trend of changing consumer behavior around the month of October 2020 whereby both Foodpanda and Uber Eats witnessed more orders coming from existing loyal users than their new users. All in all, from Measurable AI’s e-receipt panel, we can deduce that Covid-19 has impacted online delivery ordering behavior amongst consumers and that there is a paradigm shift whereby the increased frequency of ordering food delivery seems like it is here to stay.

Measurable AI: To measure customer loyalty, we assume a customer is “loyal” if they purchased more than 12 months ago and are still ordering from the same platform up until today. Meanwhile, we define a “new” user as one who made an order within the latest 12 months. Online delivery orders include both food and grocery deliveries.

Data range from 2019 January to 2022 May
In Singapore, the two major players Grab and Foodpanda have a user overlap of 19%. Adding smaller player Deliveroo to the mix, the trio share a user overlap of 3%. Meanwhile, Grab and Deliveroo exhibit a 4% user overlap while Deliveroo and Foodpanda exhibit a 5% user overlap.

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In Malaysia's online delivery (food+grocery) market – we look at the overlap between Grab and Foodpanda, and the overlap is around 15% YTD 2022.

Measurable AI: Malaysia Online Delivery (Food+Grocery) Overlap (Grab vs Foodpanda); *Estimated orders in this chart are captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range from 2022 January to 2022 December

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The Thailand online delivery (food+grocery) market overlap between Foodpanda and Grab is around 11% YTD 2022.

Measurable AI: Thailand Online Delivery (Food+Grocery) Overlap (Grab vs Foodpanda); *Estimated orders in this chart are captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range from 2022 January to 2022 December.
In Philippines, Grab and Foodpanda share a user overlap of 10% as per Measurable AI's e-receipt database.
In Indonesia's online delivery (food+grocery) market, the overlap is around 8% between Gojek and Grab.

Measurable AI: Indonesia Online Delivery (Food+Grocery) Overlap (Gojek vs Grab); *Estimated orders in this chart are captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range from 2022 April to 2022 December

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The Hong Kong online delivery (food + grocery) market is a duopoly between Foodpanda and Deliveroo.

From Measurable AI’s e-receipt panel, there is a 28% user overlap between the two players YTD 2022.

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Measurable AI: Hong Kong Online Delivery (Food+Grocery) Overlap (Deliveroo vs Foodpanda); *Estimated orders in this chart are captured in Measurable AI’s unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range from 2022 January to 2022 December
Taiwan is a battle between Foodpanda and Uber Eats and the two share a user overlap of 28%.

Measurable AI: Taiwan Online Delivery (Food+Grocery) Overlap (Foodpanda vs Uber Eats). *Estimated orders in this chart are captured in Measurable AI's unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range from 2022 January to 2022 December.
In India’s online delivery (food+grocery) market – which is a battle between the giants Swiggy and Zomato – the two players have a user overlap of 11%.

Measurable AI: India Online Delivery (Food+Grocery) Overlap (Swiggy vs Zomato). *Estimated orders in this chart are captured in Measurable AI’s unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range from 2022 January to 2022 December.
The Japanese online delivery (food+grocery) market overlap between DemaeCan and Uber Eats is around 22% YTD 2022.

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Measurable AI: Japan Online Delivery (Food+Grocery) Overlap (DemaeCan vs Uber Eats). *Estimated orders in this chart are captured in Measurable AI’s unique consumer panel. Online delivery orders include both food and grocery deliveries. Data range from 2022 January to 2022 December.
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