

KSA Online Grocery Market expected to cross SAR 650 Billion by 2025 owing to surge in order frequency & Tech Innovation.

Rising Investment in Marketplace Companies and Focus on Delivering Personalised Experience to the Customer facilitated the Growth in KSA Online Grocery Market

SAUDI ARABIA, October 9, 2020 /EINPresswire.com/ -- • The online grocery delivery penetration, basis users, is expected to reach 20% by the end of 2025.

- The demand for expresses delivery is expected to grow at a CAGR of 32% between 2019 and 2025. The charges for express delivery are expected to decline by the end of 2025.

- Technological developments such as drone deliveries, warehouse automation and voice ordering are anticipated to be adopted by service providers to enable quicker deliveries.

Diversification of Product Portfolio: Companies aim to establish themselves as one stop solution for all day to day needs of the customer. They have been focussing on diversifying their product portfolio from food, beverages, fruits, vegetables to household supplies, beauty & health, medicines, toys, food and delivery of other daily needs of a family.

Impact of Covid-19 KSA Online Grocery Delivery Market: Due to COVID-19 Outbreak, people avoided crowded places and turned to online grocery shopping amid escalating fears. Major product categories witnessed growth between 20-40% during the pandemic such as water, personal hygiene, home cleaning, fruits & vegetables. March and April was marked by a huge gap between demand and supply as no one was prepared for this situation in advance therefore companies faced logistical challenges. Average delivery time also increased from one to three days to one to two weeks. In order to fulfil the increased demand, companies expanded their delivery fleet by partnering with third party delivery companies to manage last-mile logistics



Expanding Partnerships with Third Party Operators: It is anticipated that companies would be expanding tie ups with suppliers & grocery stores, food delivery companies, e-wallet companies to leverage their capabilities to fulfil customer orders. Companies are also expected to establish dark stores across the Kingdom to ensure quicker and efficient logistics management.

According to the report by Ken Research titled ["KSA Online Grocery Delivery Market Outlook to 2025-](#)

Driven by Regional Changing Shopping Habits of Consumers and Expansion of Local and International Players in the

Kingdom" the Online Grocery Delivery Market will be valued at SAR 650 Billion by the end of 2025, registering a CAGR of 23.4% between 2019 and 2025. The market will witness growth owing to rise in investment in marketplace companies & innovative strategies adopted by service provides.

For More Information on the Research Report, refer to below links: -

<https://www.kenresearch.com/consumer-products-and-retail/wholesale-and-retail/ksa-online-grocery-delivery-market-outlook/347120-95.html>

Key Segments Covered: -

By Region

Central

Western

Eastern

Southern

Northern

By Product Category

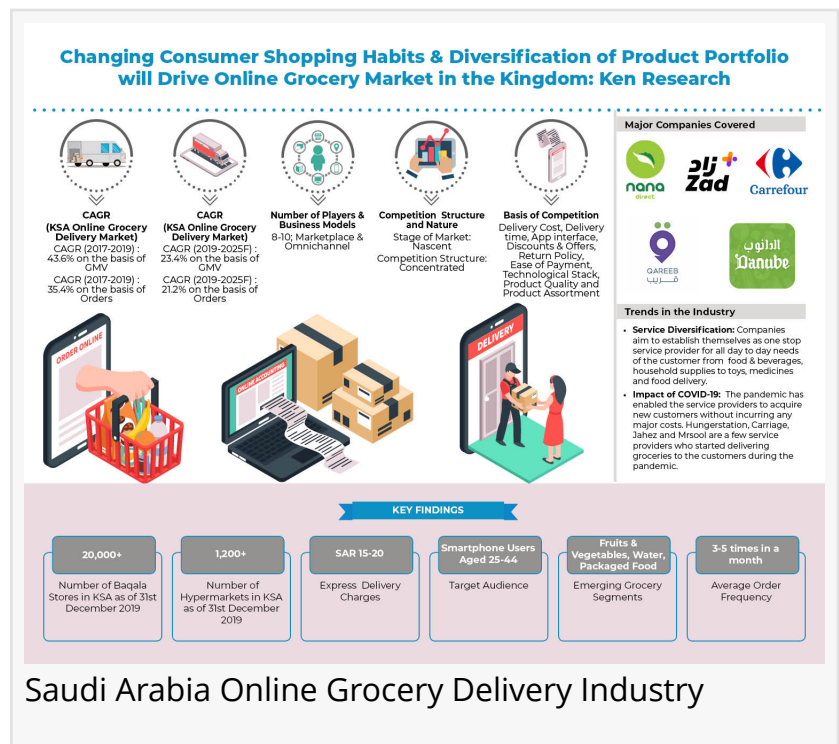
Food & Beverages

Fresh Food

Household Supplies

Beauty and Health

Others



By Mode of Payment

Cash on Delivery

Pre-Delivery Online Payment

Card on Delivery

By Delivery

In a Specific Time Period (Same Day or Next Day)

Express Delivery (30 minutes-2 hours)

Other (2-3 Days or More)

By Age Group

18-24 years

25-34 years

35-44 years

45+ years

By Gender

Male

Gender

Companies Covered

Nana Direct

Zadfresh

Carrefour

Danube

Qareeb.com

Key Target Audience

Online Grocery Delivery Companies

Supermarkets & Hypermarkets

E-commerce Companies

Food Delivery Companies

Investors and Venture Capitalists

Logistics Companies

Government Organization catering to the FMCG Industry

Time Period Captured in the Report: -

Historical Period: 2017-2019

Forecast Period: 2020-2025

Key Topics Covered in the Report: -

Difference between Online & Offline Grocery Shopping. Why Online Grocery is the Way Forward?

Target Addressable Audience
Supply Ecosystem and Competition Parameters
Demand Scenario, Target Customer and Factor Influencing Consumer Behavior
Process of On Boarding a Grocery Store
Role & Responsibilities of Company and Partner Grocery Store
Gaps & Possible Solutions of Managing Logistics
Factors Influencing Customer Behavior
Seasonality Trends
Features of a Grocery Delivery Application
Technologies Facilitating Online Grocery Delivery Industry
Upcoming Technologies in Online Grocery Delivery Industry
Future Market Trends and Way Forward
Marketing Strategies
Industry Best Practices
Covid-19 Impact on KSA Online Grocery Delivery Market
Analyst Recommendations

For More Information, Refer to this link

<https://www.kenresearch.com/consumer-products-and-retail/wholesale-and-retail/ksa-online-grocery-delivery-market-outlook/347120-95.html>

Related Reports by Ken Research: -

<https://www.kenresearch.com/consumer-products-and-retail/wholesale-and-retail/uae-online-grocery-delivery-market-outlook-to-2025/336546-95.html>

<https://www.kenresearch.com/technology-and-telecom/it-and-ites/uk-online-retail-market-outlook/321676-105.html>

<https://www.kenresearch.com/technology-and-telecom/it-and-ites/taiwan-e-commerce-market-outlook/321673-105.html>

Contact Us: -

Ken Research

Ankur Gupta, Head Marketing & Communications

Ankur@kenresearch.com

+91-9015378249

Ankur Gupta

Ken Research Private limited

+91-9015378249

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/528055963>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.