

# B2B Food Marketplace Platform Market to Rise at an Impressive 18% CAGR; Global Size, Share, Regional & Industry Outlook

*The B2B food marketplace platform market is expected to reach at US\$ 78,988.62 million by 2028; at a CAGR of 18.0% from 2022 to 2028; The Insight Partners*

NEW YORK, UNITED STATES, January 24, 2023 /EINPresswire.com/ -- According to a report published by The Insight Partners, titled "[B2B Food Marketplace Platform Market](#) Size, Share, Growth, Trends, Industry Demand and Forecast to 2028-COVID-19 Impact and Global

Analysis by Offering (Chilled & Dairy, Grocery, Beverages, and Others) and Enterprise Size (Small and Medium Enterprises and Large Enterprises)," the market was valued at USD 29,326.79Mn in 2022. The Insight Partners states that the market will reach USD 78,988.62Mn by 2028, exhibiting a CAGR of 18.0%. The B2B food marketplace platform market is experiencing significant growth owing to the proliferation of smartphones and tablets, facilitating better communication between SMEs and buyers. This market research report contains a chapter on the global Event Apps Market and all its associated companies with their profiles, which gives valuable data pertaining to their outlook in terms of finances, product portfolios, investment plans, and marketing and business strategies.



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Innovations in Product Selling Models to Create Growth Opportunities for B2B Food Marketplace Platform Market Players During Forecast Period.

Companies are concentrating their efforts on enhancing their production capacities, go-to-market processes, and digital activities (such as e-commerce presence and scale expansion). The

COVID-19 pandemic has encouraged every firm to make reforms in their marketing strategies post-normalcy. Every organization, big or small, has been concentrating on developing new business models to meet the changing customer needs. For example, PepsiCo Inc. has launched its direct-to-consumer (DTC) websites Snacks.com and PantryShop.com in response to the increased demand during the COVID-19 pandemic. Both websites are aimed to gain profit from the growing trend of e-commerce among customers to satisfy their food and beverage demands amid the current health crisis. PepsiCo is promoting its Pepsi, Frito-Lay, Gatorade, Quaker Oats, and other well-known brands on these sites. Such initiatives influence other businesses to innovate their online marketplaces based on demand. Thus, such innovations in product selling models are likely to provide opportunities for B2B food marketplace platform market growth in the coming years.

Global B2B Food Marketplace Platform Market report is provided for the international markets as well as development trends, competitive landscape analysis, and key regions development status. Development policies and plans are discussed as well as manufacturing processes and cost structures are also analyzed. This report additionally states import/export consumption, supply and demand Figures, cost, price, revenue and gross margins. Third by regions, this report focuses on the sales (consumption), production, import and export of B2B Food Marketplace Platform in United States, Europe, China, Japan, and Southeast Asia, India.

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Some of The Major Players Operating In The Global B2B Food Marketplace Platform Market Report Are FoodMaven, Amazon, eFoodChoice.com, Cheetah technologies Inc., Eworldtrade.com, FoodsTrade, Ufoodin, Pod foods Co., Emerge Srl, and Notch.

The B2B food marketplace platform market is segmented based on food category, enterprise size, and geography. Based on food category, the market is divided into chilled & dairy, grocery, beverages, and others. Based on enterprise size, the market is segmented into small and medium enterprises and large enterprises. Based on geography, the B2B food marketplace market is broadly segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South America (SAM). In 2021, APAC accounted for a significant share of the B2B food marketplace platform market.

APAC held the largest share of the B2B food marketplace platform market, followed by North America and Europe. In addition, APAC is expected to register the highest CAGR in the B2B food marketplace platform market from 2022 to 2028. The market growth in APAC is attributed to the growing presence of a large population, increasing digitization, and the expanding food & beverages and food service industries. Moreover, the region is one the largest food producer in the world and exports a significant number of raw materials to North America, Europe, and

other regions. The steady growth of the food & beverages and food service industries and a surge in the adoption and integration of advanced technologies are fueling the adoption of B2B food marketplace platform market growth in North America. Moreover, the US is the largest food exporter in the world. According to the US Department of Agriculture, the US farm and food exports are projected to reach US\$ 177.5 billion, which is increased by US\$ 4 billion from 2021. Similarly, according to Euromonitor, the retail sales of packaged food in Canada is expected to reach US\$ 59.1 billion in 2022. Thus, the growing food industry in North America is further contributing to the growth of the B2B food marketplace platform market.

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### Impact of COVID-19 Pandemic on B2B Food Marketplace Platform Market

The onset of the COVID-19 pandemic forced governments of various countries across the globe to impose strict restrictions, including travel bans and lockdowns. The imposition of the lockdown resulted in a decline in the production of goods and commodities. The B2B food marketplace platform market players also experienced a slowdown in production due to the shortage of workforce in production units, which hampered the B2B food marketplace platform market. During the pandemic, the food & beverages industry experienced serious disruptions such as supply chain interruptions, technology events cancellations, and production plant shutdowns. The shutdown of various plants and factories in leading regions such as North America, Europe, Asia Pacific, South America, and the Middle East & Africa adversely impacted the global supply chain and manufacturing, delivery schedules, and sales of various goods.

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### Scope / Segmentation of the B2B Food Marketplace Platform Market

By Offering (Chilled & Dairy, Grocery, Beverages, and Others)

By Enterprise Size (Small and Medium Enterprises and Large Enterprises)

According to the Regional Segmentation the B2B Food Marketplace Platform Market provides the Information covers following regions:

- North America
- South America
- Asia & Pacific
- Europe
- MEA (Middle East and Africa)

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