

Cloud Kitchen Market Size Expected to Reach \$154.9 Billion by 2035

Cloud kitchen market was valued at \$44.9 billion in 2023, and is estimated to reach \$154.9 billion by 2035, growing at a CAGR of 11%

WILMINGTON, DE, UNITED STATES, December 11, 2024 / EINPresswire.com/ -- The [cloud kitchen market](#)

has experienced significant growth owing to the change in consumer preferences toward convenience and online food delivery services, which has helped boost demand. Moreover, lower overhead costs compared to traditional

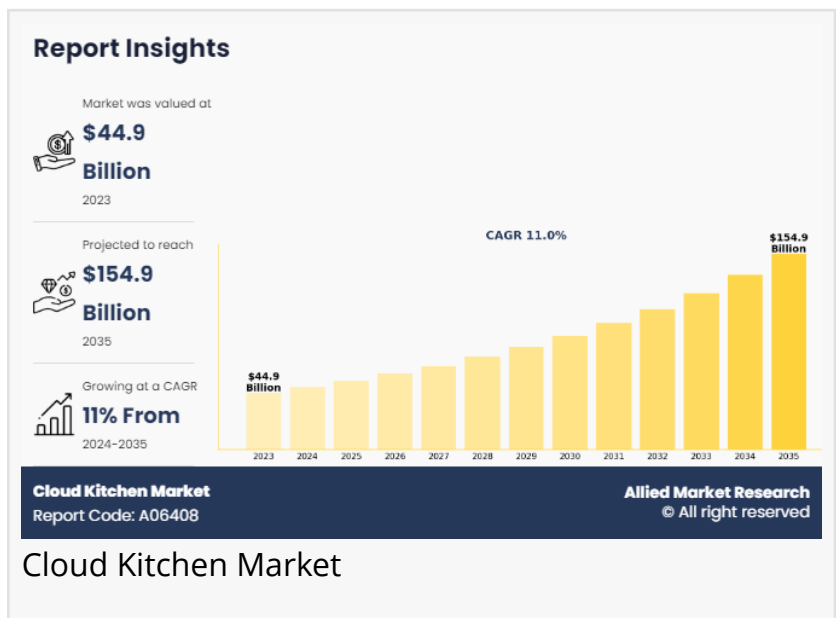
restaurants attract entrepreneurs to enter into cloud kitchen business. In addition, advancements in technology facilitate efficient operations and order management have collectively contributed to the rapid growth of the cloud kitchen market

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Cloud kitchens are also known as shared or virtual kitchens. A cloud kitchen is a food service facility optimized for delivery-only operations. Without physical storefronts, cloud kitchens fulfill online orders through food delivery platforms, leveraging technology for efficiency. It offers a cost-effective solution for food businesses to reach customers, experiment with new concepts, and meet the growing demand for delivery services.

The increase in consumer demand for convenience and on-demand food delivery has boosted the growth of the cloud kitchen market size. In today's fast-paced world, consumers seek quick and hassle-free meal solutions that align with their busy lifestyles. Cloud kitchens cater to this demand by offering a seamless online ordering experience, that allows customers to enjoy restaurant-quality meals delivered straight to their doorstep. The convenience factor has become increasingly important, especially among urban dwellers and young professionals who



prioritize efficiency and time-saving solutions.

Moreover, rise in on-demand food delivery platforms has significantly expanded the reach and accessibility of cloud kitchens during the cloud kitchen market forecast. These platforms provide a digital marketplace where consumers can explore a diverse array of cuisines and dining options from various cloud kitchen brands, all with a few taps on their smartphones. As a result, cloud kitchens can connect with a broader customer base beyond their physical location, crossing geographical boundaries and reaching customers who may not have easy access to traditional dine-in restaurants. Thus, demand for convenience and the technology-enabled accessibility of cloud kitchens fuels the growth of the cloud kitchen market.

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In addition, cloud kitchen manufacturers are creating apps and kiosks to capture data of customers and restaurants to provide both a consistent and personalized experience to customers. Use of new technological machines and robotics in the food industry also ensures quality and affordability, thus setting a cloud kitchen market trend in the coming years.

Hence, effective technology adopted by operators helps in driving the growth of the market, in terms of value sales. However, increase in the number of fine dining and quick service restaurants such as Subway, McDonalds, Starbucks, KFC, and Pizza Hut hampers the growth of the market. In addition, these quick service restaurants have a global presence along with a high amount of liquidity, owing to which smaller cloud kitchens are unable to compete with these giants. Moreover, these quick service restaurants have various product offerings, world class infrastructure along with best food delivery services, which attracts consumers. Hence, it is anticipated to negatively affect the cloud kitchen market growth.

The cloud kitchen market analysis is done on the basis of type, product type, nature, and region. By nature, it is bifurcated into franchised and standalone. By type, the market is categorized into independent cloud kitchen, commissary/shared kitchen, and kitchen pods. By product type, it is categorized into burger/sandwich, pizza/pasta, chicken, seafood, Mexican/Asian food, and others. By region, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia & New Zealand & New Zealand, ASEAN, and rest of Asia-Pacific), Latin America (Brazil, Argentina, Colombia, and Rest of Latin America), and Middle East and Africa (GCC, South Africa, and Rest of MEA).

By nature, the franchised segment dominated the global cloud kitchen market in 2023 and is anticipated to maintain its dominance during the forecast period. Franchised cloud kitchens offer a low-cost entry into the food industry, which allows entrepreneurs to tap into established brands and operational support. With rise in demand for food delivery services, cloud kitchens provide a streamlined model for fulfilling orders without the need for traditional brick-and-

mortar setups. Franchising further accelerates this growth by leveraging brand recognition and standardized processes, reducing risks for both franchisees and franchisors. Moreover, the scalability of cloud kitchens enables rapid expansion into new markets, catering to evolving consumer preferences for convenient and diverse dining options.

By type, the independent cloud kitchen segment dominated the global cloud kitchen market in 2023 and is anticipated to maintain its dominance during the forecast period. This segment has experienced surge in popularity owing to their cost-effectiveness, flexibility, and scalability. These virtual restaurants operate without the need for a physical dining space, relying solely on online orders for delivery or pickup. With lower overhead costs as compared to traditional brick-and-mortar establishments, independent cloud kitchens can experiment with diverse cuisines and concepts without the constraints of a fixed location. This model also allows for rapid expansion into new markets and the ability to cater to evolving consumer preferences. Moreover, rise in online food delivery platforms has further propelled the growth of independent cloud kitchens, offering convenient access to a wide customer base without the need for heavy investment in marketing or infrastructure.

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By product type, the burger/sandwich segment dominated the global cloud kitchen market in 2023 and is anticipated to maintain its dominance during the forecast period owing to its adaptability, cost-efficiency, and scalability. Burgers and sandwiches have gained traction among cloud kitchen operators owing to their universal appeal, ease of preparation, and ability to cater to diverse tastes. In the global cloud kitchen market, these items offer flexibility in menu offerings, allowing operators to capitalize on consumer demand for quick, convenient meals. In addition, burgers and sandwiches align well with the growing trend of online food delivery, as they can be delivered to distant places and reheated easily. Their popularity stems from their status as comfort foods, making them a reliable choice for both traditional and virtual restaurants seeking to capture a wide customer base and drive sales.

Region-wise, North America is anticipated to dominate the market with the largest share during the forecast period. The region has a well-established infrastructure tailored to support the growing demands of food delivery. With a vast population of tech-savvy consumers, online ordering and delivery services are expected to boost significantly, which has resulted in an increased cloud kitchen market share in the region. Moreover, North America's urban centers, characterized by high population density, offer a suitable ground for market players to establish themselves in food delivery businesses. Furthermore, the presence of major tech giants and venture capital firms such as Sequoia Capital, Andreessen Horowitz, and Bessemer Venture Partners further accelerates innovation and investment in cloud kitchen technologies in North America, thus creating cloud kitchen market opportunities.

The key players operating in the cloud kitchen industry include Dahmakan, DoorDash, Ghost

Kitchen Orlando, Keatz, Kitchen United, Kitopi Catering Services LLC, Rebel Foods, Starbucks Corporation, Swiggy, and Zomato.

KEY FINDINGS OF STUDY

By nature, the fresh cheese segment was the highest revenue contributor to the market in 2023.

By type, the tangy and tart segment was the largest segment in the global cloud kitchen market during the forecast period.

By product type, the supermarkets/hypermarkets segment was the largest segment in 2023. Region-wise, Europe was the highest revenue contributor in 2023.

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