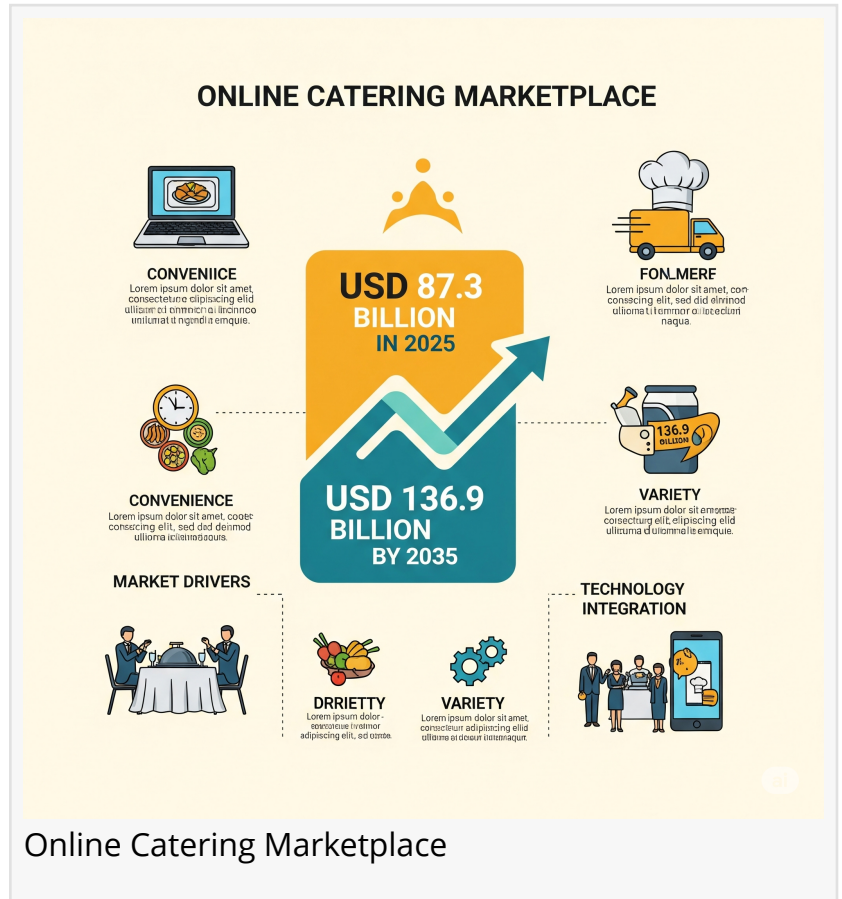


Online Catering Market to Reach USD 136.9 Billion by 2035, Driven by Rising Corporate Events and Digital Ordering Trends

Online Catering Marketplace driven by the digitalization of event planning, rising consumer demand for convenience, and technological advancements.

NEWARK, DE, UNITED STATES, August 26, 2025 /EINPresswire.com/ -- The [online catering marketplace](https://www.einpresswire.com/) is entering a new era of growth, with a clear path to expansion for manufacturers who are ready to embrace digital solutions. A new market analysis reveals the sector is projected to grow from an estimated value of USD 87.3 billion in 2025 to USD 136.9 billion by 2035, representing a compound annual growth rate (CAGR) of 4.6%. This momentum is driven by a fundamental shift in how consumers and businesses plan events and manage daily meal needs.



The report highlights a significant evolution in consumer behavior, moving toward convenience and curated digital experiences. This shift has elevated the importance of online platforms that provide transparent pricing, real-time booking, and customizable menus. For manufacturers, this presents a direct opportunity to connect with a broader customer base, streamline operations, and enhance product visibility through digital storefronts.

Segmental Strengths and Growth Catalysts

The market's expansion is not uniform, with specific segments and applications demonstrating notable leadership. Wedding catering is a dominant force, projected to account for 32.1% of total revenue within the service type category in 2025. This segment's growth is fueled by the complex

planning involved in weddings, where digital platforms offer a critical solution for comparing packages and securing services in advance. High average order values and demand for personalized culinary experiences make this a particularly lucrative area for growth.

The corporate sector is also a key driver, forecast to contribute 29.7% of application-based revenue in 2025. This growth is a direct result of evolving work models, including hybrid and in-office environments, which are increasing the need for reliable, scalable, and cost-controlled catering solutions. Manufacturers serving this segment can capitalize on the demand for daily meal solutions, event catering, and team engagement activities. Businesses are prioritizing platforms that offer bulk order capabilities, diverse dietary options, and integrated feedback loops to ensure employee satisfaction.

Regional Insights and Key Players

Geographically, the market's growth is concentrated in several key regions. North America is expected to hold the largest market share, driven by rising disposable incomes, a high number of dual-earner households, and the presence of established fast-food chains. Within this region, the United States is the largest market, a reflection of strong consumer preferences for eating out and the widespread adoption of online catering services. Mexico is also identified as a promising country in the region, with steady CAGR growth fueled by a growing millennial population and changing consumer lifestyles.

The Asia-Pacific region is poised for the fastest growth during the forecast period. This is attributed to rapid urbanization, a burgeoning middle class, and the prevalence of small-to-medium businesses. The market in this region is fragmented but highly dynamic, with diverse cuisines and consumption trends. In China, online food orders accounted for a significant portion of HRI revenue, with strong growth anticipated for the coming years.

Europe is also projected to grow steadily, although it faces unique challenges, as seen with Brexit's impact on the UK's food and hospitality industries. Despite these hurdles, the region continues to adapt, with major players expanding and innovating.

The competitive landscape of the online catering marketplace is fragmented, with numerous players competing for market share. Key players include CMARKETPLACECATERING, DineContactCatering, Sodexo, ezCaterInc., SmartBite, YummyCorp, Smunch.Co, MitieGroupplc, OliveCateringServices, and Forkable. The report notes that new product launches and strategic partnerships are likely to create attractive growth opportunities. Recent developments, such as Krispy Kreme's expansion into Egypt and Pizza Hut's partnership with Beyond Meat, demonstrate the industry's focus on innovation and market expansion.

As the industry continues to mature, manufacturers who can provide technology-integrated solutions, adapt to changing consumer preferences, and strategically target high-growth segments like weddings and corporate events will be best positioned to thrive. The online

catering marketplace is not just a platform for food delivery; it is a vital ecosystem for business growth.

Request Online Catering Marketplace Draft Report -

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Editor's Note:

This press release details the growth trajectory, key segments, and major players shaping the online catering marketplace. All data is sourced from an external market forecast outlook.

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