

The Repercussions of The Covid-19Crisis on The Development of E-Service- Case Study of Food Delivery Services in the USA-

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Abstract:

We aim through this research to diagnose the reality and future of electronic services for express delivery of food in light of the Covid-19 crisis at the global level and at the level of the USA in particular. We have used the analytical method to analyze the statistics collected from specialized statistical websites (www.statista.com). The study concluded that Food delivery service is a global industry that started reaping the benefits of digital transformation on a large scale before the closure, and with the advent of the (COVID-19) pandemic, digital restaurant delivery service platforms have grown across 13 countries around the world to reach 67% in the world, With a significant increase in the USA 123%, Russia 117% and Canada 113%. We also found that the Covid-19 crisis contributed to reaching a value of 22 billion dollars in the United States of America and may reach 42 billion dollars in 2025.

Keywords: E-Services; Online Food Delivery Services; Covid-19.

JEL Classification Codes: M29, L84, I15.

ملخص:

نهدف من خلال هذا البحث إلى تشخيص واقع وأفاق الخدمات الإلكترونية للتوصيل السريع للغذاء في ظل أزمة كوفيد-19 على المستوى العالمي وعلى مستوى الولايات المتحدة الأمريكية بشكل خاص، حيث استخدمنا المنهج التحليلي لتحليل الإحصائيات التي تم جمعها من المواقع الإحصائية المتخصصة (www.statista.com). وقد خلصت الدراسة إلى أن خدمة توصيل الطعام هي صناعة عالمية بدأت في جني فوائد التحول الرقمي على نطاق واسع قبل الإغلاق، ومع انتشار (COVID-19)، نمت منصات خدمة توصيل المطاعم الرقمية في 13 دولة حول العالم لتصل إلى 67% من العالم، مع تسجيل زيادة كبيرة في كل من الولايات المتحدة بنسبة 123%، وروسيا 117%، وكندا 113%. كما وجدنا أن أزمة كوفيد-19 قد ساهمت في بلوغ إيرادات الخدمات إلى ما قيمته 22 مليار دولار في الولايات المتحدة الأمريكية، مع إمكانية أن تصل إلى 42 مليار دولار عام 2025.

كلمات مفتاحية: الخدمة الإلكترونية، خدمات توصيل الطعام، كوفيد-19.

تصنيفات JEL: M29، L84، I15.

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I. Introduction

Information technology during the past few years has led to a shift from the exchange of goods to the exchange of services, and at the same time to a significant increase in the number of companies active in the field of electronic business, which made companies innovate new technologies and solutions regularly, which led to the continuity in the development of electronic services, adapting and maintaining it.

The rapid growth of e-commerce also led to the emergence of many new forms of business, until the Covid-19 epidemic affected the global economy severely, leaving no industry unaffected, as the epidemic affected the economy, standards, values, and others, to produce an entirely new chain of values, where social distancing and health security have become more important than speed and good organization, which has led to the escalation of the critical importance of information technology that plays a vital role in providing interactive and effective communication. As information technology has become the only way to communicate with society during the closure and social distancing, this has helped the growth of the electronic services sector, especially the express food delivery service at the international level. But by comparing the levels of development and civilization of the countries of the world, we will find a clear discrepancy in the level of development of electronic services, and competition is most intense among global delivery applications, especially in the United States of America market, as it is the largest and richest continent. Hence, the problematic features of our research are manifested as follows:

- **The problematic:** What are the reality and prospects for e-food delivery services in the USA in light of the Covid-19 crisis?
- **Objectives of the study:** Through this research, we aim to achieve a set of goals:
 - Identifying and distinguishing the electronic service, its transformation mechanism and its classifications;
 - Identifying the nature of fast food delivery services via the Internet;
 - Knowing the growth levels of the global food delivery service during the COVID-19 crisis;
 - Identifying the growth levels and prospects of the industry of this service in the United States of America market.
- **Research Methodology:** To answer the problem posed, the analytical approach was adopted, and that is, by analyzing all the data and statistical indicators that were extracted from websites specialized in extracting and writing international reports (www.statista.com), where the information was classified in four major axes,

the first of which is food delivery services via the Internet and its mechanisms , then the reality and prospects of the online delivery services industry at the international level, then the reality and prospects of the online delivery services industry in the United States of America, and finally drawing results.

II. Electronic Services (e-services):

1. The concept of electronic services:

The term electronic service generally refers to those services that are based on information and communication, and the term electronic service is expanding to include many applications and various disciplines, especially since the concept of electronic service represents one of the prominent applications to benefit from the use of information and communication technologies (ICTS) in different fields. Electronic services may be defined as that umbrella term for services on the Internet, including various e-commerce services through online orders, application hosting (ASP), and any processing service that we can obtain through the web (Terezia Kvasnicova, 2015, p. 193).

In terms of its definition, it can be defined as the business, efforts, or offers that are made by information technology, and this definition reflects three main components: the service provider, the service recipient, and the service delivery channels (which is the technology)(B.Tech, 2016).

We can also assume several basic conditions in the definition of an electronic service where it must be a service that is provided over the Internet or an electronic network, and the customer can access it using an electronic device such as a computer, smartphone, or other portable devices, a smart TV connected to the Internet. It can be provided either partially or fully automated, and is characterized by adapting to users and their personal preferences, it is provided without the parties having to be present at the same time and place, It is usually independent of all parties that carry out construction, storage, and delivery operations. (Paweł Brzustewicz1, 2016, p. 5) .The e-service was created to improve communication between citizens and business companies on the one hand, and between companies on the other hand. It is also a service that is provided over the Internet (or an electronic network that relies on the Internet or a similar network to provide it), and it relies heavily on information technology to provide it - the service is automated (Terezia Kvasnicova, 2015).

The dominant areas of application for electronic services are:The domain of e-business (or e-commerce)and e-government (or non-commerce) (Terezia Kvasnicova, 2015, p. 193).The e-services market is defined as the sale or provision of services (and digital goods) over the Internet, and the definition includes event tickets

(sporting events, music events, movie tickets) and meets services (matchmaking, online dating, casual encounters), as well as online food delivery (Restaurant-to-consumer delivery, platform-to-consumer), and ticket reservations can be completed or purchased on a desktop computer or via mobile devices (smartphones or tablets) (statista.com, 2021).

So, e-services are considered services on the Internet, through which a sale and purchase transaction is concluded, and it is distinguished by the fact that it provides only descriptive information, unlike traditional websites. We can also say that it is an activity or a set of activities between the provider and the customer using an electronic channel. (Terezia Kvasnicova, 2015, p. 198).

2. Importance of electronic service:

The characteristics of electronic services can be summarized as follows: intangibility, practical nature, homogeneity, inseparable, non-possessable, inter-interaction, self-service, as it is a service provided electronically through information and communication tools (Terezia Kvasnicova, 2015), as for its importance, it can be summarized as follows(Biotechbology, 2016):

- Reach a larger client base.
- Expand market reach.
- Reducing the barrier to entering new markets, and reducing the cost of acquiring new customers.
- An alternative communication channel for clients.
- Increasing the services provided to customers.
- Enhance the company's perceived image.
- Gaining competitive advantages.
- Possibility to increase customer knowledge.

3. Digital Delivery Services:

Electronic delivery services are defined as those meals or snacks that are ordered through smartphone applications, the Internet or text messages in general(Lock, 2021), and online food ordering can be called the Internet's response to the desire for food delivery, which is a growing trend especially in urban areas as well as in universities, people are allowed to order from restaurants that have interactive menus, using their internet connection, and there are many advantages to ordering food online as it is a convenient process and payment is online, the full menu of food is available for consideration when making choices, and there is also a history of what was ordered, which may facilitate a complaint if necessary (Lock, 2021).

There are several ways in which food can be ordered online from a restaurant, a restaurant can have its own website with easy features to place an order for pickup or delivery, and a single online food ordering site may display menus for many different restaurants. This way, customers can browse through menus, balance things like preference, cost, etc., and decide what they want to order. Here: The website may offer the food delivery service and the delivery of the ordered food from the restaurant by adding the delivery fees, or deliver the order online or by phone to the chosen restaurant, which then prepares and delivers, in contrast there are companies that specialize only in food delivery services that specialize in pickup from any participating restaurant.(Christensen, 2021).

In this regard, online food delivery extends to include all services that provide ready meals and food that is ordered online with the intention of direct consumption, including food delivery from the restaurant to the consumer; Orders are made via various digital platforms (such as DeliveryHero), or using a restaurant website (such as Domino's). This segment focuses on online delivery services, which provide customers with meals from restaurants within partners, who do not provide food delivery themselves; In this case, the digital platform handles the delivery. (egDeliveroo)(statista.com, 2021).

4. Most Important International Food Delivery Applications:

It is clear that the e-commerce market has witnessed significant growth over the past years, with more customers joining online services, and perhaps the changing shopping pattern of consumers has been driven by a combination of factors, some of which depend on the state of the market or the development of the country, and others are caused by international changes. These changes include: increased income; Long working and commuting times; Increasing the spread of high Internet flow (internet speed), safety of electronic payments; remove trade barriers; Internet sellers increase; Increasing customer awareness of e-commerce (Charlene li, 2020).

In the field of express delivery services for snacks via the Internet, we find many international brands operating at the level of several countries. Among the most famous and most widespread brands, we find the two brands: UberEats, which is active in six continents, and Just Eat, which is active in the United Kingdom, Europe, Australia and even South America, and the following table shows the international brands and their order in order of importance:

Table 01: Usage and Revenue Statistics for Food Delivery Application (2021)

Application	Description
<u>Uber.Eats.com</u>	The most widespread food delivery service, present on six continents and dominant in total orders in most countries.
<u>Just.Eats.com</u>	A leading food delivery company in the UK, active in Australia and Europe, it is also a partner of the Brazilian food complex iFood
<u>Grubhub.com</u>	Controls more than half of online food delivery orders in the US as of 2018
Takeaway	The European aggregator that provides the most online food delivery in the Netherlands, Germany and Belgium
<u>DoorDash.com</u>	The first in online food delivery in the USA, it has also pioneered the platform model for the consumer
<u>Postmates</u>	This company has been affiliated with Uber Eats since 2019, and they deliver 10 percent of food online in the USA
<u>Deliveroo.com</u>	The current leader of the consumer platform in the UK, it has branches in 13 countries, and is the direct competitor to both Uber and Just Eat.
DeliveryHero	Delivery Hero has a large stake in food delivery platforms for more than 40 countries around the world, and has several subsidiaries such as Food Panda
Ele.me	Affiliated with Alibaba, Ele.me is one of the largest food delivery platforms in China with more than 200 million customers
MeituanDianping	The second largest online food delivery platform in China, in which Tencent contributes with a 20% stake
Rappi	Rappi is active in nine countries in South America. It is powered by SoftBank
Jumia Food	Jumia is the e-commerce giant in Africa and is the first startup in Africa valued at over \$1 billion
Damae-Can	Damae-Can is Japan's number one food delivery platform, with over 20,000 restaurants and 2.3 million customers on its team.
iFood	The number one platform in Brazil, accounts for more than 70 percent of online food delivery orders in the country.
Zomato	India's largest food delivery platform, acquired Uber Eats India in 2020
Yandex.Eda	Yandex.Eda is active in the Russian market as a leading platform for food delivery to the consumer.

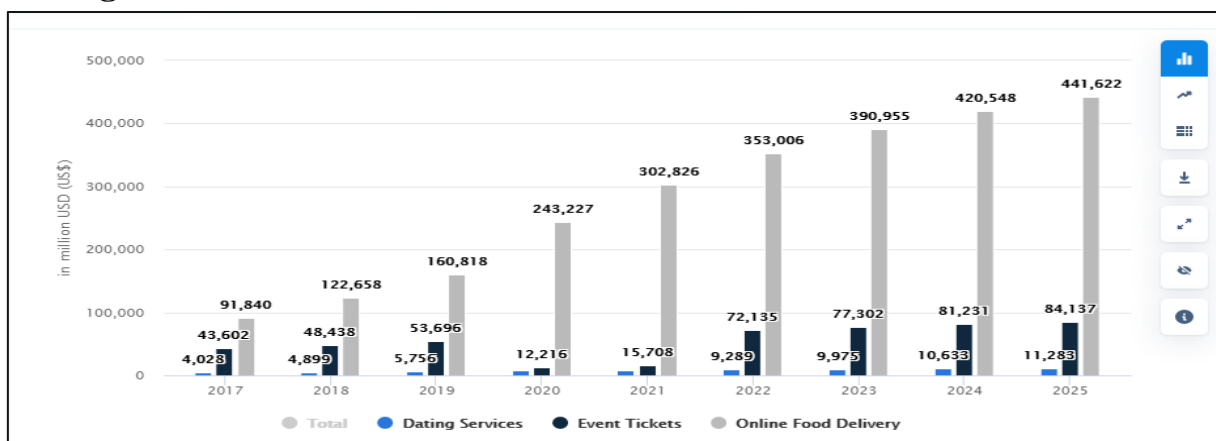
Source:<https://www.businessofapps.com/data/food-delivery-app-market>

III. Reality and Prospects of the Internet Delivery Services Industry at the global Level:

1. Levels of global demand for food delivery services during the COVID-19 crisis:

In fact, online food delivery services were reaping the benefits of digital transformation on a large scale, and a greater abundance of delivery applications even before the COVID-19 epidemic began to spread around the world, as the general trend was towards the spread of e-commerce; It is worth noting that the increasing urban lifestyle and changing the behavior of individuals have fueled this rapidly growing sector. Now, after many governments have banned restaurants, beverage and food stores from opening their doors to their customers to dine on their sites, the food delivery business is growing a lot, and the Internet has become a small window into the types of food that customers used to order, and thus online food delivery services are reaping the benefits of transformation Digital is on a larger scale than it was before the closure (Insights, 2021), and the following figure shows more the level of growing electronic services revenues at the global level:

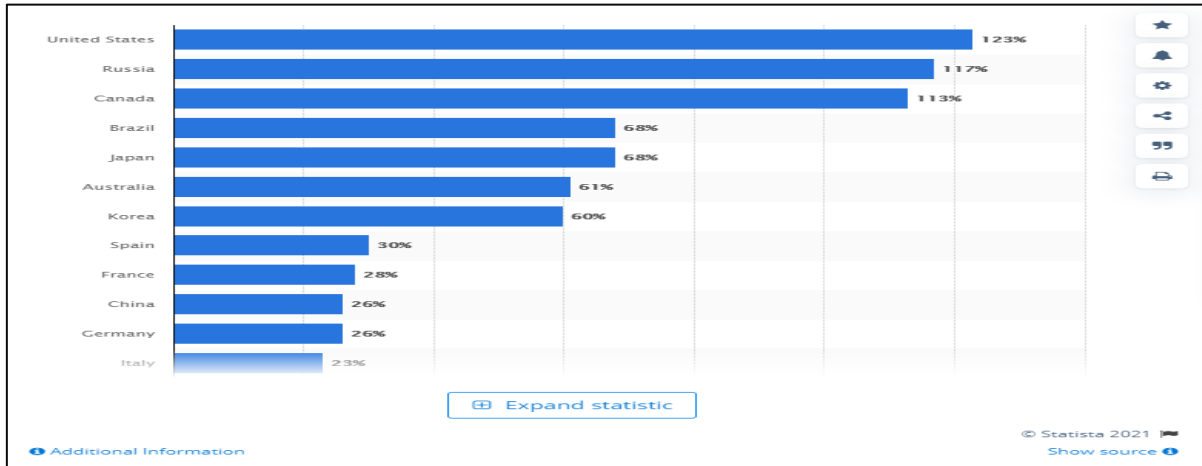
Fig.01: Revenues of electronic services at the world level



Source: [https : www.statista.com/outlook/dmo/eservices/worldwide](https://www.statista.com/outlook/dmo/eservices/worldwide)

Through the initial reading of the data recorded on the graph, we find that the electronic services sector represented in: electronic services for dating (meetings), electronic services for event cards, and electronic services for food delivery, has known a great discrepancy between the significant increase and growth of the food delivery service to be estimated at 302,826 dollars And a qualitative stability in the dating service (Curry, 2021), and a significant decline in the reservations service in the rest of the services to a value of 15,708 dollars, and that is by comparing the revenues between the years 2017 to 2021 (Juan, 2021), which represents the pre-crisis period and the crisis period.

Fig.02: Growth of online food delivery service in the world, by country



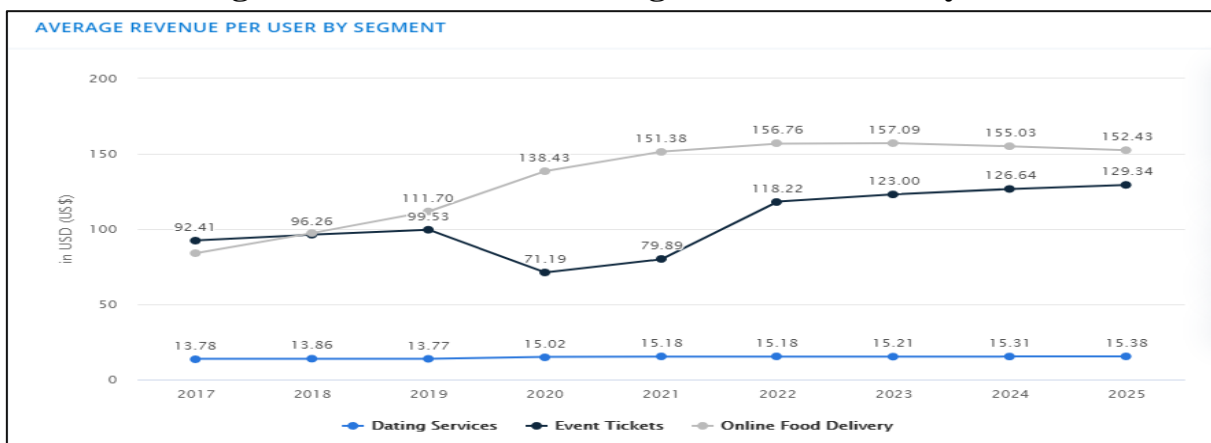
Source:<https://www.statista.com/outlook/dmo/eservices/worldwide>

The Corona crisis (COVID-19) has led to the development of the use of electronic services to deliver food across 13 countries in the world (Curry, 2021), with digital restaurant delivery increasing by 67 percent globally, with a significant increase in the United States by 123%, and Russia by 117 %, and Canada with a percentage of 113%, in the period between 2019 and 2020(Lock, 2021).

2. Growth levels of the global food delivery services market:

The growing use of the Internet and smart phones led to the development of electronic services, where it became possible to provide any service via the Internet, Although it is not usually possible to re-segment the market (Lock, 2021), from the graph in Figure 4 we can display all three segments (event tickets, dating services, online food delivery) as separate entities, which is also why the total number of users Or the average revenue per user of electronic services is not counted as an overall market.. (Lock, 2021) .

Fig.03: Growth levels of the global food delivery services



Source:<https://www.statista.com/outlook/dmo/eservices/worldwide>

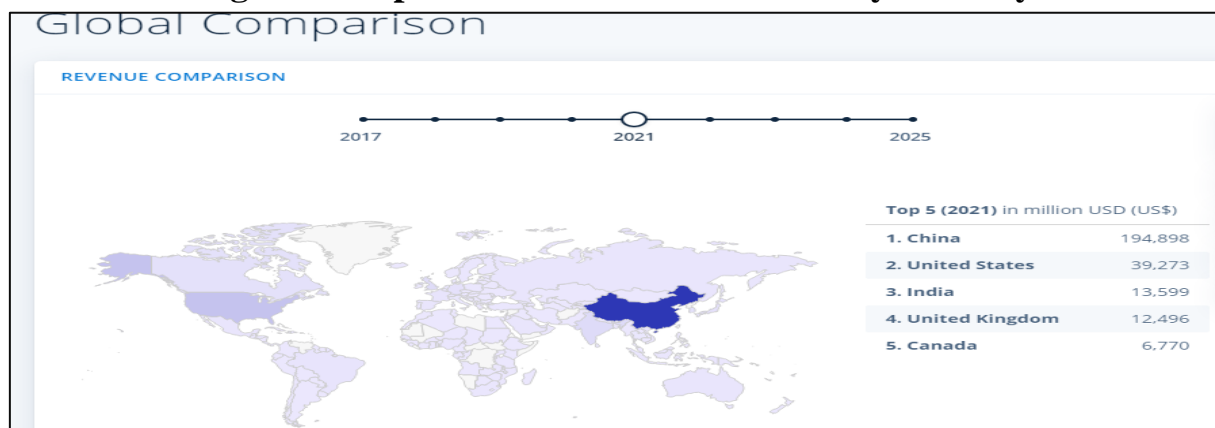
- The food delivery market has witnessed significant growth over the past years led by consumer platform services, which is the case for both: DoorDash and UberEats, and they have expanded from fast food delivery to anything and everything, adding billions of dollars to the market (Insights, 2021).

- Network effects have made it possible for more delivery enthusiasts, along with Google's route optimization techniques, to deliver faster and cheaper. This has had an impact on the budgets of many food delivery operators, who continue to compete on minuscule profit margins to ensure their place in the market.

-Several aggregators (such as DoorDash and UberEats) have recently integrated this platform into consumer services, where they are responsible for delivery as well as order registration (Insights, 2021).

We can say that after our analysis of this industry, China, the United States, India and the United Kingdom are the single largest food delivery countries in the world, followed by Europe, including Germany, Italy and Spain, which are emerging markets, and will probably overtake the United States in a few years .(Curry, 2021).

Fig.04: Comparison of Service Revenues by Country



Source:<https://www.statista.com/outlook/dmo/eservices/worldwide>

On this basis, food delivery is a global industry, supported by the temporary job economy that has swept the world in the past decade, where food delivery applications in China have the largest user base and market penetration, reaching more than 650 million people, and the United States is the second largest market Most funded.(Curry, 2021).

E-commerce revenue in China in 2019 reached \$1.935 trillion, which is three times the amount spent in the United States (\$586.92 billion). China accounts for 54.7% of the world's e-commerce market, a share nearly double the market share of the top five countries (USA, UK, Japan, South Korea and Germany) combined. The world's leading e-commerce platforms vary by region and include platforms whose names are

now familiar, such as Amazon (USA), Alibaba (China) and Flipkart (India) (Charlene li, 2020).

3. Prospects of the global delivery services industry:

COVID-19 has pushed the delivery industry a few years into the future. Grocery delivery service Instacart, for example (Curry, 2021), said it met its 2022 goals in the third week of shutdown, while this surge in demand may subside once we return to normal life, although food delivery workers expect the effect to be somewhat lasting.(Curry, 2021).

And companies like Grubhub and Uber Eats have seen a huge influx of use during the pandemic, making their biggest profits. Grubhub reported that the number of active dealers grew to 27.5 million in the second quarter of 2020, from 20.3 million in the second quarter of 2019 - an increase of 35% (Curry, 2021). Meanwhile, Uber said in its second-quarter 2020 earnings statement that more restaurants, including: Baskin Robbins, Chupkrettivsalad and A&W Restaurant, have joined its Eats platform. (Kats, 2020).

Table 02: Revenues of the express delivery services market in the world in million US \$

Country	Forecast Revenue in 2020	Annual Growth Rate (CAGR 2020–2024) %	Market’s Largest Delivery Segment	Volume of Market’s Largest Delivery Segment in 2020	Leading Platforms
China	51,514	7.0	Platform-to-Consumer	37,708	Meituan, Eleme
US	26,527	5.1	Restaurant-to-Consumer	15,631	Grubhub, UberEats, Doordash
India	10,196	9.5	Restaurant-to-Consumer	5401	Foodpanda, Swiggy, Zomato, Uber Eats
UK	5988	6.5	Restaurant-to-Consumer	4115	Just Eat, Food Hub, Deliveroo, Hungry House
Brazil	3300	9.5	Restaurant-to-Consumer	2033	iFood, HelloFood

Source:<https://encyclopedia.pub/item/revision/1e1bf179f15ca31f36a2e23dcf061a51>

A reading of the above table shows the expected global growth rate between (2020 and 2024), as the growth rate is high in India and Brazil, and is similar in the rest of the countries, but it remains an increasing growth rate, according to global estimates.

Table 03: Expected value of the global food delivery application (billion\$)

Expected value of the global food delivery	Year
100	2020
120	2021
140	2022
165	2023
200	2024
230	2025

Source: <https://www.businessofapps.com/data/food-delivery-app-market/>

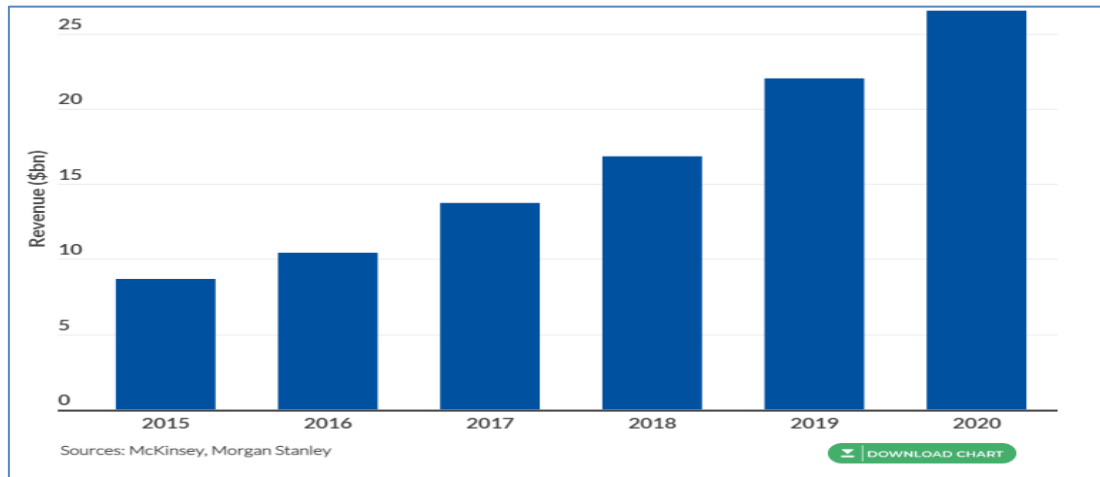
We expect apps in the next few years to turn into some kind integration, although some markets such as Indian market and South Korean market did not apply this rule and replaced multinational services, such as Uber Eats and Delivery Hero (Curry, 2021), with local apps. We expect to see Alibaba, Tencent and Didi attempt to shift the balance of power in the West in their favour, through major acquisitions or investments, similar to SoftBank's investments in Uber, Didi and Rabbi (Curry, 2021).

IV. Growth levels of delivery services in the USA:

1. Growth rates Food Delivery Applications in USA:

The United States of America has the largest competitive food delivery market, with DoorDash, Grubhub and UberEats vying for the lead, and this made it difficult for the three competitors to achieve additional profit and greater penetration in the market, which may become a problem in the future because both Uber and DoorDash in It belongs to the US stock market. The following figure shows the revenue from food delivery orders in the United States of America.

Fig.05: Food delivery applications revenue in the USA



Source: <https://www.statista.com/outlook/dmo/eservices/worldwide>

The value of the online delivery market in the United States of America reached 22 billion dollars in 2019, at that time, the platform-to-consumer delivery type generated 6 billion dollars, while the restaurant-to-consumer delivery generated 13.47 billion dollars. (Juan, 2021).

Table 04: USA food delivery applications revenue (billion)

US Food Delivery Revenue	Year
13.7	2017
16.8	2018
22.0	2019
26.5	2020

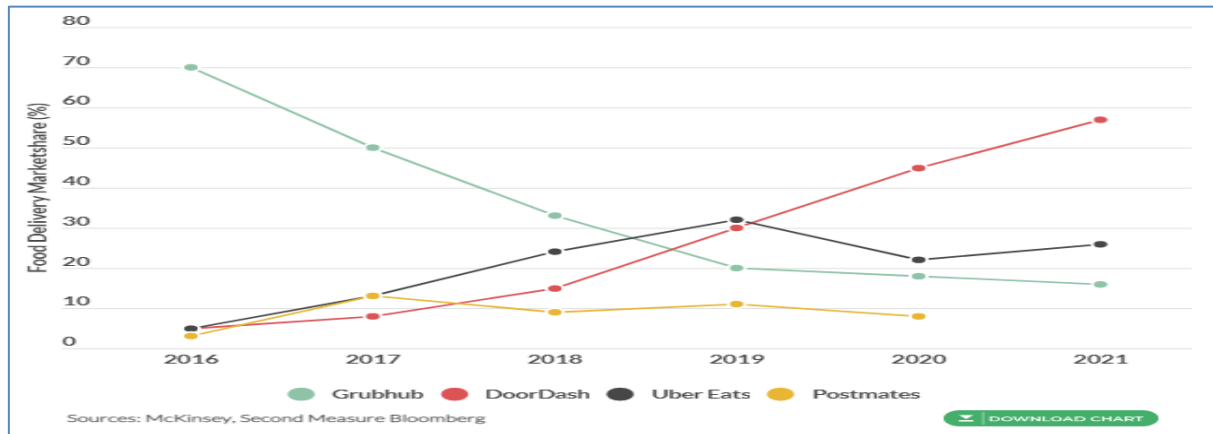
Source: <https://www.businessofapps.com/data/food-delivery-app-market/>

The table shows a 204% increase in market revenue in the past five years, driven by the provision of platform services to customers, such as DoorDash and Uber, where these platforms can provide a wide range of restaurants, and many types of food.

2. USA Delivery Applications:

The prevalence of online food delivery in the USA was 9% in 2019 before the pandemic, increased to 13% in 2020, and could reach 21% by 2025. (Juan, 2021). Over the past several years, a few dealers have dominated the US market, These include Doordash, Grubhub, and Uber Eats. This is according to Statista data showing that the three dealers together captured 70% of the market share in 2018. (Juan, 2021). Grubhub came first with a 55% market share in 2018, but later lost to DoorDash and Uber Eats.

Fig.06: Market Share of Food Delivery Apps in the USA



Source:<https://www.businessofapps.com/data/food-delivery-app-market/>

Through the Graphic representation, We see growing market share,, we note that as of October 2020 DoorDash was in the lead with a market share of 45%, Uber Eats had a 30% share, while Grubhub had less than 20%(Juan, 2021).On the other hand, Uber Eats captured 17% of the market share in 2018 and has been relatively flat over the years. Its \$2.65 acquisition of Postmates (completed in November 2020) significantly boosted its position, adding more than 10% to its total stake (Juan, 2021).

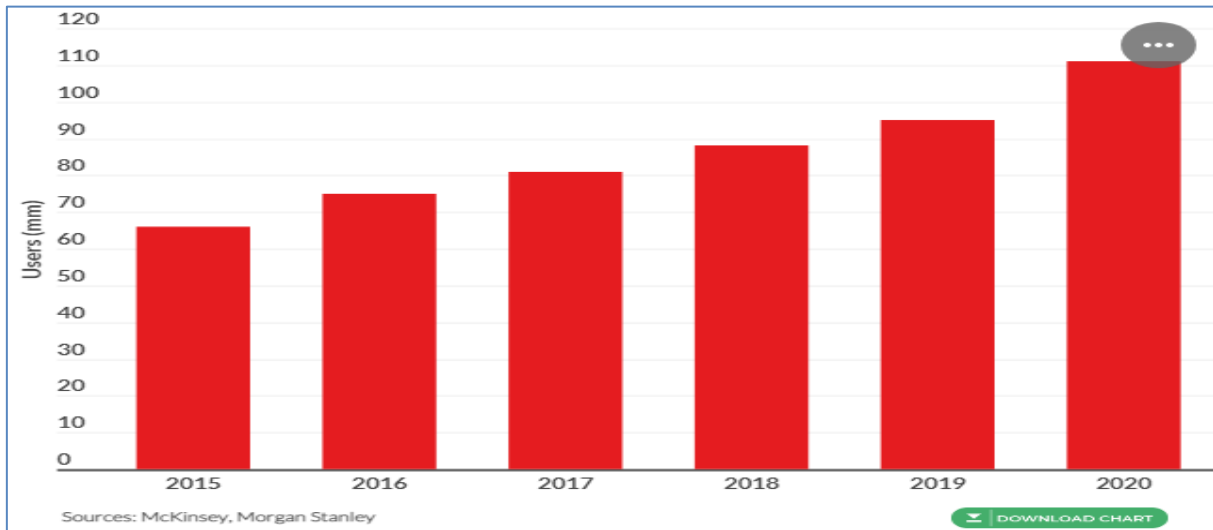
After failing to acquire DoorDash, Uber Eats approached Grubhub with a takeover offer, but lost to European company Just Eat Takeaway, which launched a \$7.3 billion takeover bid for Grubhub to be accepted in June 2020.By the end of 2021, Just Eat secured a \$7.6 billion merger deal with Takeaway.com, creating the world's largest food delivery company outside of China (Juan, 2021).

In the USA, consolidation is a constant in the online food delivery industry. In addition to the aforementioned acquisitions, DoorDash bought Caviar in 2019 for \$410 million, and one of the reasons for the consolidation wave is that customers aren't loyal to any service, they're customers mixed up.(Juan, 2021).

3. Users of food delivery apps in the USA:

Delivery services provide partnerships with the best restaurants in the country, for example, DoorDash has partnered with 34.000 restaurants in the USA and is available in 4.000 cities.Prior to its merger with Uber Eats, Postmates had 600,000 merchants and offered services in 4,200 cities. On the other hand, UberEats had 500,000 partner restaurants and served 1,000 cities. Grubhub had 300,000 restaurants on its food delivery app and served 4,000 cities.

Fig.07: Users of food delivery apps in the USA



Source: <https://www.statista.com/outlook/dmo/eservices/worldwide>

From the above figure, we note the increasing levels of the number of users, reaching 111 million users of delivery applications.

Table 05: USA food delivery app users (million \$)

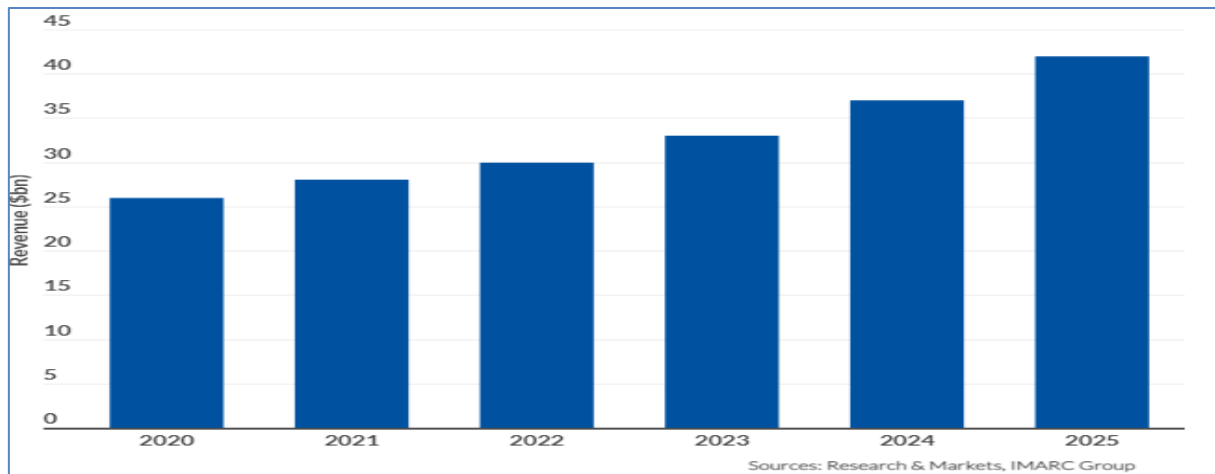
US Food Delivery Users	Year
81	2017
88	2018
95	2019
111	2020

Source: <https://www.businessofapps.com/data/food-delivery-app-market>

Usage has also increased in the past five years, albeit not at the same pace as revenue, Grubhub attracted a large audience prior to 2015, but customers migrated to newer platforms. As we discussed earlier, the food delivery market has been driven forward by "platform-to-consumer" businesses, such as DoorDash and Uber Eats. Grubhub has been the leader and through its acquisition of Seamless has taken a strong lead over competitors, but in the past two years it has been overtaken.

4. Prospects of food delivery service in the USA:

Fig.08: Expected revenue from the food delivery app in the USA



Source: <https://www.businessofapps.com/data/food-delivery-app-market>

Through the above graph, it is clear to us the global expectations of the level of growth of the food delivery services markets in the United States of America, it shows us expectations of continuous growth until 2025, with revenues that may reach 42 billion US dollars, this is what the following table shows:

Table 06: Expected revenue of a food delivery app in the USA (billion \$)

US Food Delivery Projected Revenue	Year
26	2020
28	2021
30	2022
33	2023
37	2024
42	2025

Source: <https://www.businessofapps.com/data/food-delivery-app-market>

Compared to other internet-based marketplaces, food delivery has only started in the past five years, and the platform model of consumer delivery platforms relies on enough customers, restaurants, and delivery staff to meet the demands of the ordering people, and without the last element the platforms cannot succeed, and this is the problem It can be seen in small towns where there are not enough motorcyclists. So DoorDash and Deliveroo had to open up their platform for shared delivery services with other parties.

The online food delivery industry has grown at a rapid rate in recent years all over the world, with revenue increasing from \$76 million in 2017 to \$123 million in 2020 (Washington Macías-Rendón, 2021, p. 201) .Moreover, during the COVID-19 lockdown, more delivery providers appeared online, many restaurants turned to

delivery coordinators, and there are even restaurants that serve their products only with delivery (mock or cloud kitchens), allowing new entrants to have lower fixed costs, Therefore, this activity has gained importance not only for the existing companies but also for the new ones nowadays, hence the global estimates of the growth and development of the online food delivery services market shows that this market will grow even more in the next few years.

V. Conclusion:

The mass use of the Internet and mobile phones has led to a boom in the electronic services business, which is still growing. As e-services generally refers to the provision of any service over the Internet, online food delivery services were reaping the benefits of a large-scale digital transformation of delivery applications even before the COVID-19 pandemic began to emerge and spread to all regions of the world.

As the general trend was towards the spread of e-commerce, and the increase in urban life in cities and changing social behaviors was feeding this growing sector, and with the emergence of the epidemic and the imposition of bans on movement and mandatory social distancing and restrictions on food and beverage stores from opening their doors, the food delivery business is gaining Great momentum, and the Internet has become a small window for users to order all kinds of food they are accustomed to ordering, and thus online food delivery services are reaping the benefits of digital transformation on a large scale through delivery applications on it before closing. With the advent of the coronavirus (COVID-19) pandemic, digital restaurant delivery service platforms have grown across 13 countries around the world, and digital restaurant delivery has increased by 67% in the world, with a significant increase for both the United States of America by 123%, and Russia by 117%, And Canada, with a rate of 113%, and that's between 2019 and 2020. Revenues were estimated at current exchange rates in 2021, and in US dollars, and estimates and expectations in 2020 indicate the following:

- The annual growth rate (CAGR 2021-2025) will be 13.20%, resulting in an expected market size of \$537,042 million by 2025.
- The number of users will reach 2897.1 million by 2025.
- The food delivery market has seen significant growth and strong competition between the two largest global brands: DoorDash and UberEats, adding billions of dollars in potential revenue.

- Many aggregators (such as DoorDash and UberEats) have integrated this platform into consumer services, where they are responsible for delivery as well as ordering process registration.

Food delivery is a global industry, buoyed by the temporary job economy that has swept North America, Europe and Asia in the past decade, and has seen a huge contrast between the huge rise and growth of the \$302,826 food delivery service. Food delivery apps in China have the largest user base and market penetration, reaching more than 650 million people, and the United States is the second largest and most funded market. Where the United States of America has one of the most competitive food delivery markets, with DoorDash, Grubhub and UberEats vying for the first place, the value of the online delivery market in the United States is \$ 22 billion in 2019, with a penetration rate of online food delivery services 9% before the pandemic, Then it increased to 13% in 2020, and could reach 21% by 2025, to achieve revenues of up to 42 billion US dollars.

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