Original Research

Masterestaurant 2026 analysis of *packaging that preserves food*: why the container decides your review before the recipe does

By **Diego F. Parra** · Updated 2026-08-29 · Dark Kitchens & Foodtech

QUICK VERDICT

Packaging that preserves food is not a packaging cost: it is the last line of production and the first physical contact with a customer who already paid. Against an online delivery market that Statista (2026) projects at USD 539.87 billion in China alone, and a cloud kitchen market that Fortune Business Insights (2026) sizes at USD 83.5 billion growing 9.7% annually through 2034, the competitive edge no longer sits in plate price but in whether the dish reaches the table in the state it left your kitchen. Verdict: split your flows by thermal behaviour — fried, sauce, cold, drink — before buying a single container, because the root error is not picking the wrong material but putting four different physics inside the same box.

Start where it hurts: the one-star review saying «arrived cold» is not about your kitchen, it is about the eleven minutes your food spent inside a badly chosen box, and yet your Rappi listing carries the algorithmic penalty, not the courier and not the container manufacturer.

This analysis synthesises public delivery and ghost kitchen market data published between 2023 and 2026 by Statista, IMARC Group, Fortune Business Insights, Coherent Market Insights, MarkNtel Advisors and Business of Apps, then applies an operator's reading: which purchasing, menu and digital-listing decision changes once you read those figures from the kitchen rather than from the report.

Scale explains why packaging moved from detail to unit economics variable. Statista (2024) sized Mexico's online food delivery market at USD 9.22 billion with a 14.66% CAGR, and Colombia's at USD 1.18 billion with a 7.32% CAGR through 2029. Every point of that growth is food no longer served on a plate: it is served in a container you picked in three minutes, on price, two years ago.

The reading frame is the Masterestaurant method: contribution margin per dish, prime cost under control, a known break-even point and territory risk measured before opening a channel. Diego F. Parra insists on a specific order — first decide which dishes travel, then how they travel, and only at the end what the container costs — because inverting that order is what produces delivery menus full of dishes that should never have left the building.

SIDE-BY-SIDE COMPARISON

Side-by-side comparison

	COMMON MISTAKE (WHAT GETS BOUGHT)	RIGHT METHOD (WHAT GETS DECIDED)
Purchasing criterion for containers	✕ Lowest unit price from the supplier, one single format for the whole menu, while the delivery app market moved USD 110 billion in 2024 per Business of Apps (2025)	✓ Cost per avoided complaint: a container 40% dearer that protects a USD 18 average ticket pays for itself by avoiding 1 refund in every 60 orders, within that same USD 110 billion market (Business of Apps, 2025)
Fried and crisp items (QSR, single site)	✕ Sealed box with no venting: steam condenses and fries go soft in under 10 minutes of transit, inside a Chinese delivery market worth USD 40 billion in 2024 (Coherent Market Insights, 2024)	✓ Vented, compartmented container with fried items kept apart from sauce, on the reading that 100% of that USD 40 billion volume (Coherent Market Insights, 2024) travels with no cook watching

	COMMON MISTAKE (WHAT GETS BOUGHT)	RIGHT METHOD (WHAT GETS DECIDED)
Sauces and liquids (fast casual, 3-10 sites)	✕ Sauce poured over the dish at origin, single format, in operations competing inside a Spanish ghost kitchen market of USD 928.22 million in 2023 (Expert Market Research, 2024)	✓ Sauce in its own pressure-sealed pot for the customer to assemble, within that same USD 928.22 million market growing 4.5% annually through 2032 (Expert Market Research, 2024)
Thermal retention (full service, multi-unit)	✕ Generic bag with no thermal barrier and no hot-cold separation, in a Latin American market led by Brazil at USD 18.8 billion in 2024 (Statista, 2024)	✓ Zone-sealed thermal bag with cold items in their own compartment, across that Brazilian market of USD 18.8 billion (Statista, 2024) where urban transit punishes any temperature loss
Order density and shelf time	✕ Same container at off-peak and peak, ignoring that Mexico's cloud kitchen market hit USD 1.1 billion in 2024 with a 10.74% CAGR to 2033 (IMARC Group, 2024)	✓ Dual packaging standard by daypart: thermal reinforcement at peak, standard format off-peak, calibrated against that 10.74% annual growth (IMARC Group, 2024) which lengthens shelf queues
Container cost inside prime cost	✕ Packaging booked as overhead, invisible in the dish contribution margin, inside a ghost kitchen market of USD 70.4 billion in 2024 (Research and Markets, 2024)	✓ Packaging charged to the delivery dish and visible per SKU, so you can read real margin per item inside that USD 70.4 billion market (Research and Markets, 2024)
Effect on the digital listing	✕ «Arrived cold» reviews treated as a courier problem, with no menu or container change, inside an APAC ghost kitchen market of USD 21.73 billion in 2024 (Coherent Market Insights, 2024)	✓ Every thermal review traced to its SKU, triggering a container change or removal from the channel, in that APAC market Coherent Market Insights (2024) projects at USD 60.59 billion by 2032

Finding 1 — What a food-preserving package actually is

A food-preserving package is the last production station in your kitchen, not a purchasing line item, and that distinction changes the entire budget. The operational test is straightforward: if the dish leaves at 72 degrees at the core and arrives at 48 after eleven minutes inside a courier bag, the container failed no matter how good the purchase price looked. Across a delivery-app market that Business of Apps measured at USD 110 billion in 2024, growing 15.5%, the variable deciding your review is not the recipe but thermal RETENTION, measured with a probe at the center of the product. Diego F. Parra sequences it this way in the Masterestaurant method: first decide which dishes travel, then how they travel, and only at the end negotiate the container. Reversing that order fills delivery menus with dishes that should never have left the house. Packaging stopped being a purchasing detail once the digital channel became the majority of daily production in thousands of kitchens.

Finding 2 — Scale turned packaging into a unit-economics variable

Statista (2026) projects USD 539.87 billion in online delivery revenue in China alone, and Coherent Market Insights (2024) puts Chinese food delivery at USD 40 billion that same year; in Latin America, Statista (2024) measures Brazil near USD 18.8 billion, Mexico at USD 9.22 billion with a 14.66% CAGR, and Colombia at USD 1.18 billion with a 7.32% CAGR through 2029. Every point of that growth is a dish no longer served on china: it travels inside a container someone picked in three minutes, on price, two years ago. And that container now defines the channel's contribution margin, not the menu. Without five written metrics, any packaging discussion ends in opinions and a supplier catalog. Thermal retention: minutes the dish takes to drop below its serving temperature, probe at the core. Crispness window: minutes from plating until texture stops being acceptable, verified by blind testing, not by the chef's nose.

Finding 3 — Five operational definitions to measure before you buy

Packaging cost per ticket: all containers in an order divided by the average ticket, as a percentage. Delivery contribution margin: app price minus food cost, minus commission, minus packaging. Thermal complaint rate: orders with a review or refund for temperature or texture over total channel orders. With IMARC Group (2024) sizing the Mexican cloud-kitchen market at USD 1.1 billion and a 10.74% CAGR through 2033, measuring those five figures costs one week and decides years of operation. The root cause of cold deliveries is rarely the cardboard; it lies in forcing products with opposite physics to share one container. A burger with fries, salad and a drink puts into the same box one product that must vent steam, another that must hold heat, and a third that needs cold, and the predictable result is a limp fry and a wilted lettuce. The fix is not a better container, it is SEPARATING the flow by product physics: vented for fried items, sealed with retention for hot ones, an independent cold chain for raw ones.

Finding 4 — The root error isn't the material: it's the single flow

Fortune Business Insights (2026) projects the cloud-kitchen market at USD 83.5 billion with a 9.7% CAGR through 2034, and in that dining-room-free format the container is literally the only physical contact with the customer. No server there fixes anything. Say your packaging runs 6% of the ticket and you take it to 4.2% by switching suppliers: you gain 1.8 margin points, and if the thermal complaint rate climbs merely from 2% to 5%, you already lost more than you gained. Three points of complaints mean refunds, a depressed app rating and a slide down the results ranking, which in channels where the algorithm sorts by rating equals fewer orders on the same marketing spend. Coherent Market Insights (2025) projects the UAE cloud-kitchen market from USD 430 million in 2025 to USD 1,082.6 million in 2032, a 14.1% CAGR; in markets growing like that, the algorithmic penalty is paid in lost volume, not in cents.

Finding 5 — What happens if you cut packaging cost by 30%?

Per-unit savings show up immediately; ranking damage surfaces sixty days later and nobody blames the box. Two truths contradict each other here, and they are worth resolving before signing a purchase order:

expensive packaging destroys margin on low tickets, and cheap packaging destroys repeat purchase on high tickets. The bridge is not an average, it is segmenting by dish. Products with high thermal or textural fragility, usually the higher-margin ones, carry the superior container; stable products travel in the economical one. Business of Apps (2025) reports a delivery-app market of USD 110 billion in 2024 growing at 15.5%, and at that volume an averaged decision leaves money on the table at both ends. My judgment, no middle ground: if a dish cannot sustain its proper container within the target margin, that dish leaves the delivery menu. You don't cheapen the packaging; you pull the dish.

Finding 6 — What ghost-kitchen growth reveals about packaging

Kitchens without a dining room prove something uncomfortable: once the room disappears, the container absorbs the entire experience that the plate, the server and the atmosphere used to share. MarkNtel Advisors (2024) measured the global cloud-kitchen market at USD 45.65 billion, and Coherent Market Insights (2024) projects Asia-Pacific ghost kitchens from USD 21.73 billion to USD 60.59 billion by 2032, a 12.8% CAGR. In Spain, Expert Market Research (2024) estimated the ghost-kitchen market at USD 928.22 million in 2023 with a 4.5% CAGR through 2032. These are formats where nobody sees your kitchen, nobody smells your grill and nobody gets a recommendation at the table. The only thing the customer touches is the box, and that box speaks for you during the eleven minutes the trip lasts. Start by measuring, not by requesting quotes. Take your ten highest-volume delivery dishes, probe the temperature at plating and again fifteen minutes later inside the current container, and log the crispness window with three blind tasters.

Finding 7 — The decision protocol you implement this week

Then calculate packaging cost per ticket and the channel's real contribution margin, subtracting the app commission. Dishes losing more than twenty degrees, or whose texture dies before ten minutes, do not need a better box: they need to leave the digital menu or be redesigned to travel. Coherent Market Insights (2024) projects India's dark kitchens from USD 552 million in 2023 to USD 1,523 million in 2030, a 15.6% CAGR, and in markets moving that fast whoever measures first sets the standard. Your next packaging order should come out of that table, not out of a catalog. OPERATIONAL DEFINITIONS. Thermal retention: minutes a dish takes to fall below its serving temperature, measured with a probe thermometer at the product core. Crispness window: minutes from plating until texture stops being acceptable to a customer, measured blind. Packaging cost per ticket: all containers in an order divided by average ticket, as a percentage.

Finding 8 — Operational definitions and the four differences that change the decision

Delivery contribution margin: app selling price minus food cost, minus commission, minus packaging. Thermal complaint rate: orders with a review or refund for temperature or texture, over total channel orders. FIRST DIFFERENCE, THE FLOW. The root error is not the material but the single flow: an operation selling a burger with fries, salad and a drink is moving four different physics inside one bag, and steam off the patty condenses onto the fries while the salad warms against a hot container. Statista (2026) projects China's delivery market at USD 539.87 billion for 2026; that entire volume moves with nobody supervising what happens inside the bag between shelf and door. SECOND DIFFERENCE, THE ACCOUNTING. When packaging lives in overhead, no dish looks expensive and every dish looks profitable. Charged to the SKU, the arithmetic shifts: against a delivery app market of USD 110 billion in 2024 growing 15.5% per Business of Apps (2025), an operator who cannot see packaging per dish is optimising a margin that does not exist.

Finding 9 — Operational definitions and the four differences that change the decision — in practice

The method rule is blunt — packaging is delivery food cost, not stationery. THIRD DIFFERENCE, THE CHANNEL. A dish can be excellent in the dining room and terrible on Rappi delivery without the recipe changing a comma. Colombia's online delivery market reached USD 1.18 billion in 2024 with a 7.32% CAGR through

2029 per Statista Market Insights (2024), and that growth rewards whoever edits the menu by channel. Diego F. Parra frames it as a menu engineering decision: if the dish does not survive transit, it leaves the channel even when it is the best seller at table. FOURTH DIFFERENCE, THE DIGITAL SIGNAL. Temperature reviews are operational data dressed as opinion. In a cloud kitchen market Fortune Business Insights (2026) values at USD 83.5 billion for 2026 with a 9.7% CAGR through 2034, a listing with clean thermal reviews climbs the app ranking and enters more often into the AI recommendation shortlists now filtering local search.

Finding 10 — Operational definitions and the four differences that change the decision — key points

Packaging, then, is operational SEO. THE TENSION WORTH RESOLVING. Two opposing truths live here: cheap packaging protects margin per unit and expensive packaging protects future volume. The resolution is not a middle point but a calculation — if your thermal complaint rate exceeds 2% of channel orders, cheap packaging already costs you more than the expensive one, because each refund swallows the margin of several good orders and sinks your listing position too. Below that threshold, change nothing.

POINT BY POINT

Benchmark: what the sources say against each other and where the method's healthy range sits

GHOST KITCHEN MARKET SIZE: THE SOURCES DISAGREE

A · COMMON MISTAKE (WHAT GETS BOUGHT)

Fortune Business Insights (2026) values the global cloud kitchen market at USD 83.5 billion for 2026, with a 9.7% CAGR through 2034

B · MASTERESTAURANT MarkNtel Advisors (2024) estimated the same market at USD 45.65 billion in 2024, while Research and Markets (2024) put ghost kitchens at USD 70.4 billion

Verdict: The USD 45.65 to 83.5 billion spread is nobody's error: each house defines a ghost kitchen differently. For a packaging decision, ignore the absolute number and keep the one thing all three agree on — double-digit or near double-digit growth, sustained, with no human supervising the dish in transit.

REGIONAL GROWTH PACE: WHERE TRANSIT BITES HARDEST

A · COMMON MISTAKE (WHAT GETS BOUGHT)

Coherent Market Insights (2024) projects Asia-Pacific ghost kitchens from USD 21.73 billion in 2024 to USD 60.59 billion by 2032, a 12.8% CAGR

B · MASTERESTAURANT Expert Market Research (2024) measured Spain's ghost kitchen market at USD 928.22 million in 2023 with a 4.5% CAGR through 2032

Verdict: A market compounding at 12.8% triples its shelf queue within a few years; one growing at 4.5% leaves room to correct slowly. Operating on the first curve, the daypart dual packaging standard stops being a refinement and becomes a condition for margin survival.

LATIN AMERICA: CHANNEL SCALE AGAINST PACKAGING MATURITY

A · COMMON MISTAKE (WHAT GETS BOUGHT)

Statista (2024) sized Brazil's online delivery at USD 18.8 billion, the region's largest, and Mexico's at USD 9.22 billion with a 14.66% CAGR

B · MASTERESTAURANT IMARC Group (2024) put Mexico's cloud kitchen market at USD 1.1 billion in 2024, compounding at 10.74% toward 2033

Verdict: The channel grew faster than operators' packaging discipline, and that gap is the opportunity. In markets expanding 10-15% annually, the cheap competitive advantage is not plate price but being the one whose food arrives as it left, because almost nobody is measuring it.

WEIGHT OF THE APPS AGAINST YOUR OWN OPERATION

A · COMMON MISTAKE (WHAT GETS BOUGHT)

Business of Apps (2025) measured the delivery app market at USD 110 billion in 2024, growing 15.5%

B · MASTERESTAURANT Statista (2026) projects China's online delivery market alone at USD 539.87 billion in revenue for 2026

Verdict: The distance between those two figures says something uncomfortable: the intermediary captures a fraction of total value and still sets the rules on temperature, timing and reviews. You do not negotiate those rules — you absorb them in your packaging or you pay them in refunds.

THE METHOD'S HEALTHY RANGE AGAINST WHAT THE SOURCES PUBLISH

A · COMMON MISTAKE (WHAT GETS BOUGHT)

None of the cited sources publishes a reference percentage for packaging cost over average delivery ticket

B · MASTERESTAURANT The Masterestaurant working range is 2 to 4% of ticket by segment, with dish food cost under the 32% ceiling

Verdict: That absence is precisely this synthesis's honest limitation: packaging cost per ticket is not published by the market research houses, so the 2-4% range is consultant reading calibrated against operations, not a citable external figure. Treat it as a starting criterion and verify it against your own numbers.

SIDE-BY-SIDE COMPARISON

What most operators do with delivery packaging EXPENSIVE MISTAKE

- ✕ Buys one container format for the entire menu and justifies it on purchase volume
- ✕ Books packaging as a cleaning supply, outside the dish cost
- ✕ Keeps dishes on the Rappi menu that lose texture by minute six of transit
- ✕ Answers temperature reviews with generic apologies and never touches the container
- ✕ Seals the bag without separating hot from cold because one courier carries everything
- ✕ Switches supplier when the price rises, not when the container fails in transit

What an operation protecting its margin does MASTERESTAURANT

- ✓ Classifies the menu by thermal behaviour before quoting a single container
- ✓ Charges packaging to the dish and reads real contribution margin per delivery SKU
- ✓ Pulls from the digital channel any dish that cannot survive twenty minutes of shelf and transit
- ✓ Turns every temperature review into a ticket with SKU, hour and delivery zone
- ✓ Physically separates hot, cold and sauce even when they share one thermal bag
- ✓ Tests the container with the real dish, real timing and real weather before signing the order

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Effect on the digital listing	✕ «Arrived cold» reviews treated as a courier problem, with no menu or container change, inside an APAC ghost kitchen market of USD 21.73 billion in 2024 (Coherent Market Insights, 2024)	✓ Every thermal review traced to its SKU, triggering a container change or removal from the channel, in that APAC market Coherent Market Insights (2024) projects at USD 60.59 billion by 2032

THE NUMBERS THAT MATTER

The scorecard: public market figures framing the packaging decision

539.87
BN USD
Online delivery revenue in China in 2026, the world's largest market

83.5
BN USD
Global cloud kitchen market in 2026, with a 9.7% CAGR through 2034

110
BN USD
Food delivery app market in 2024, growing 15.5%

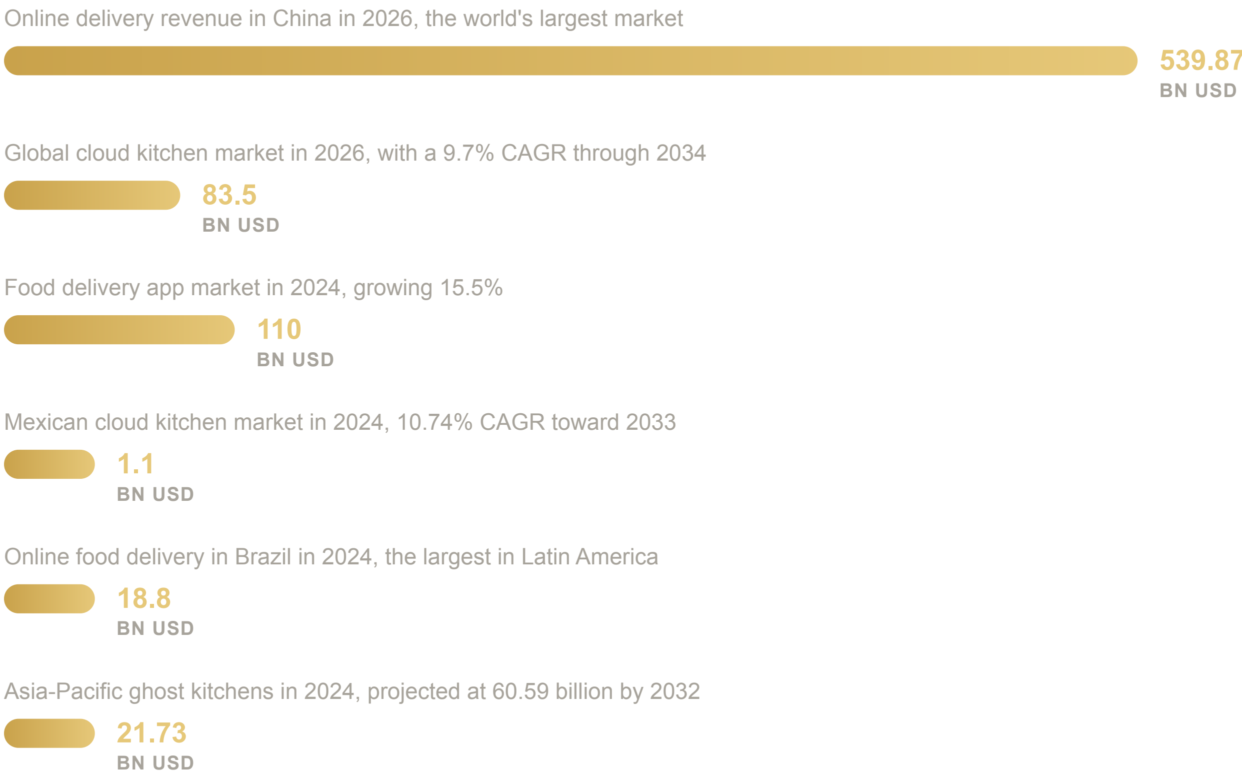
1.1
BN USD
Mexican cloud kitchen market in 2024, 10.74% CAGR toward 2033

18.8
BN USD
Online food delivery in Brazil in 2024, the largest in Latin America

21.73
BN USD
Asia-Pacific ghost kitchens in 2024, projected at 60.59 billion by 2032

VISUALIZATION

The numbers, visualized



Sources: Statista 2026 · Fortune Business Insights 2026 · Business of Apps 2025 · IMARC Group 2024 · Statista 2024

Chart by masterestaurant.com

REAL CASE

> *"We changed the menu first and the container second, in that order, and that was the whole thing. We pulled three dishes off Rappi that ruled the dining room but arrived dead by minute twelve, split the rest into four groups by thermal behaviour and bought a different container for each, sauce always separate. Packaging cost went from 2.1% to 3.4% of average ticket, which is 1.3 points that stung when I signed it, and two months later temperature reviews had dropped from twelve a month to two, with delivery contribution margin better than before because we stopped refunding. What I did not expect was the listing climbing on its own, without a peso of paid media."*
>
> **— Owner of a three-site operation with an attached dark kitchen, Bogotá, on redesigning delivery packaging in 2026**

HOW TO APPLY IT IN YOUR RESTAURANT

How to position yourself: three scenarios and the healthy range by segment

1. **Step 1 — Classify the menu by thermal behaviour before quoting anything**
Take your menu and split it into four groups: fried and crisp, sauce and liquid, hot and moist, and cold. Use a probe thermometer to measure how long each group takes to drop below serving temperature, then run a blind texture test at twelve and at twenty minutes, the normal urban transit range in markets Statista (2024) sized at USD 9.22 billion in Mexico and USD 1.18 billion in Colombia. The output is not a report: it is a list of dishes that stay and dishes that leave the digital channel. This step costs nothing and it is the only one that stops you buying containers for a dish that should not travel.

2. **Step 2 — Charge packaging to the dish and recalculate delivery contribution margin**
Pull packaging out of overhead and into the cost of every SKU sold in-app. The per-dish sum reads: app price, minus food cost, minus platform commission, minus the item's full packaging including the separate sauce pot and the prorated bag. With food cost under the 32% ceiling the method sets, you will see which dishes absorb a double-digit commission and which only survive at table. In an app market Business of Apps (2025) measured at USD 110 billion in 2024, this separates growing with margin from growing hollow revenue. The three scenarios: single site, target packaging at 2-3% of ticket; three to ten sites, 2.5-3.5% with consolidated buying; multi-unit group, 3-4% with branded containers, because there packaging also works as media.

3. **Step 3 — Buy on a real transit test, never on a catalogue**
Request samples from three suppliers and test them with your real dish, at your real peak hour and in your city's weather, not in the kitchen at eleven in the morning with the air conditioning off. Measure temperature at dispatch and at arrival, texture blind, and spill rate across at least fifty orders per format. In operations competing inside the cloud kitchen market IMARC Group (2024) sized at USD 1.1 billion in Mexico alone, that fifty-order test costs less than one month of refunds. Sign the bulk order only for the format that won the test, and keep the record: when the supplier quietly changes the gauge, that record is your only defence.

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Step 4 — Connect packaging to the digital listing and the local signal

Every review mentioning temperature, texture or spillage gets logged with its SKU, its hour and its delivery zone, reviewed weekly alongside listing position. If one SKU concentrates complaints, either the container changes or the dish leaves the channel, with no third option. Update photos and dish descriptions on Google Business Profile and in the apps too, so the customer receives what they saw, because a gap between photo and delivery produces the same bad review a bad container does. In a cloud kitchen market Fortune Business Insights (2026) projects at USD 83.5 billion for 2026, the listing with clean thermal reviews is the one entering AI recommendation shortlists and Rappi's ranking without extra paid media.

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Step 5 — Set the peak-and-valley dual standard, then review quarterly

At peak the order sits longer on the shelf waiting for a courier, so the same container performs differently by daypart. Define a thermal reinforcement for peak — zone-sealed bag, double lid on fried items — and the standard format off-peak, with the rule written at the dispatch station so it never depends on who is on shift. Review the whole set quarterly against channel growth: the APAC ghost kitchen market went from USD 21.73 billion in 2024 to a projected USD 60.59 billion by 2032 per Coherent Market Insights (2024), and a growing operation triples its shelf queue without noticing. What worked at forty orders a day fails at a hundred and twenty.

FAQ

Frequently asked questions about packaging that preserves food

What should packaging cost as a percentage of my average ticket?

The healthy range I work with is 2 to 4% of average ticket depending on size: an independent site between 2 and 3%, a three-to-ten site operation between 2.5 and 3.5% with consolidated buying, and a multi-unit group between 3 and 4% because branded containers also work as media there. Above 4% with no brand rationale, check for over-packaging.

Is a more expensive container worth it when my average ticket is low?

That depends on your thermal complaint rate, not on the container price. If more than 2% of orders generate a temperature review or refund, the cheap container already costs more than the dear one, because one refund eats the margin of several good orders and sinks your listing position as well. Below that threshold, leave packaging alone.

How do I stop fries arriving soggy on a Rappi order?

Separate fried items into their own vented container, never under the same lid as a product releasing steam, and pull from the digital menu any fried item that fails a twenty-minute blind test. Venting matters more than material: the enemy is condensation, not heat loss, and no sealed thermal box saves a chip.

Does packaging affect my ranking in delivery apps and local search?

Yes, indirectly but measurably. Temperature and texture reviews weigh in platform ranking and in how AI recommendation systems build their shortlists for a local search. A listing with clean thermal reviews gains visibility without extra paid media, and that compounding effect outweighs the annual saving of buying the cheapest container on the market.

If I sell via QR and a physical menu, should I unify the delivery menu?

No. Keep the physical menu in the dining room, where you control service pace, menu narrative and suggestive selling, and use the QR and apps as a complementary channel with their own menu edited by thermal behaviour. Two menus with two criteria: the dining room one sells experience, the digital one sells whatever survives transit.

DATA & SOURCES

Sector data 2026 (official sources)

Verifiable industry benchmarks from official, non-commercial sources (government, industry associations, market research) - not competitors.

Metric	Benchmark 2026	Source
Contribución de Foodpanda al GMV de delivery del Sudeste Asiático 2024	**15,8% (USD 2.700 millones)**	Momentum Works — SEA Food Delivery 2024
Usuarios de delivery de comida en línea en el mundo 2024	**~3.000 millones**	Statista — Online food delivery statistics & facts 2024
Usuarios de delivery de comida en línea en Asia 2024	**~1.840 millones**	Statista — Online food delivery users by region 2024
Usuarios de delivery de comida en línea en Europa 2024	**~355 millones**	Statista — Online food delivery users by region 2024
Penetración de usuarios en restaurant delivery 2024	**15,7% (proyectada a 18,1% en 2029)**	Statista — Restaurant Delivery Worldwide
Marca virtual líder en EE.UU. por ubicaciones (Brooklyn Calzones)	**1.474 ubicaciones (12% de cuota)**	Locmatic — State of Virtual Restaurant Brands 2024

Author: Diego F. Parra · **Publisher:** MASTERESTAURANT®