

DIGITAL & TRENDS

Online food delivery in Latin America

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Most downloaded food delivery apps in Colombia 2022

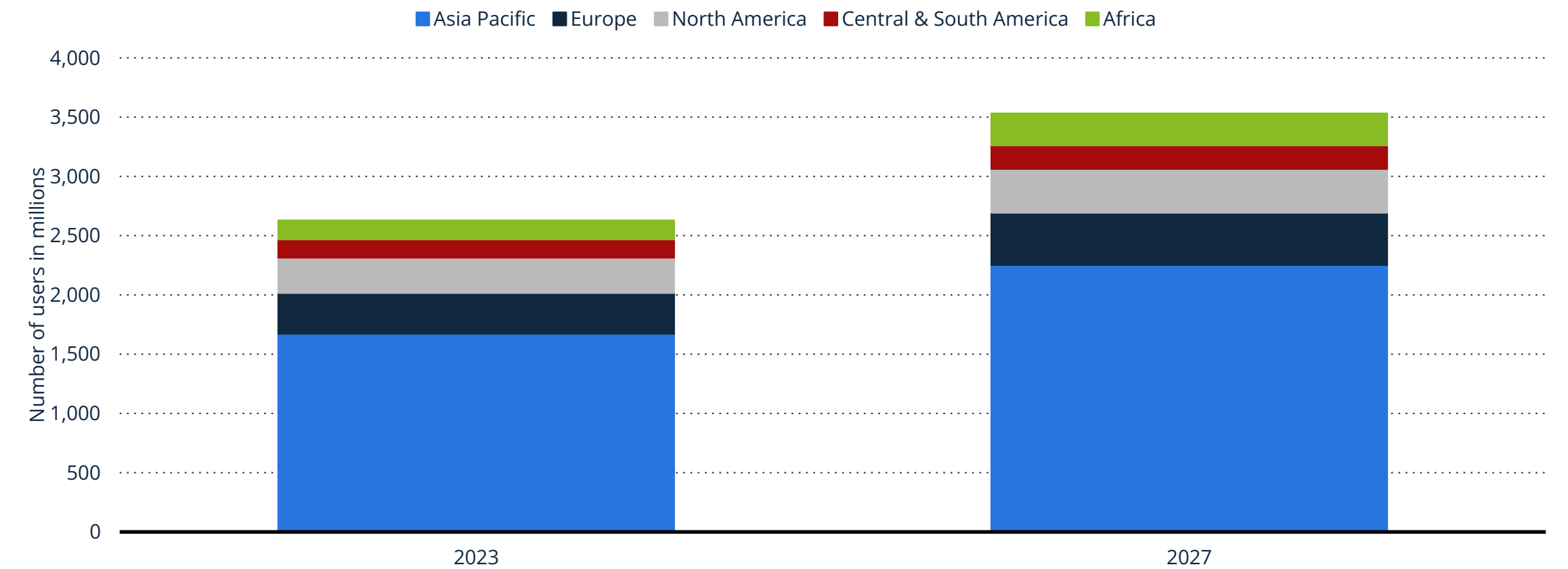
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CHAPTER 01

Market overview

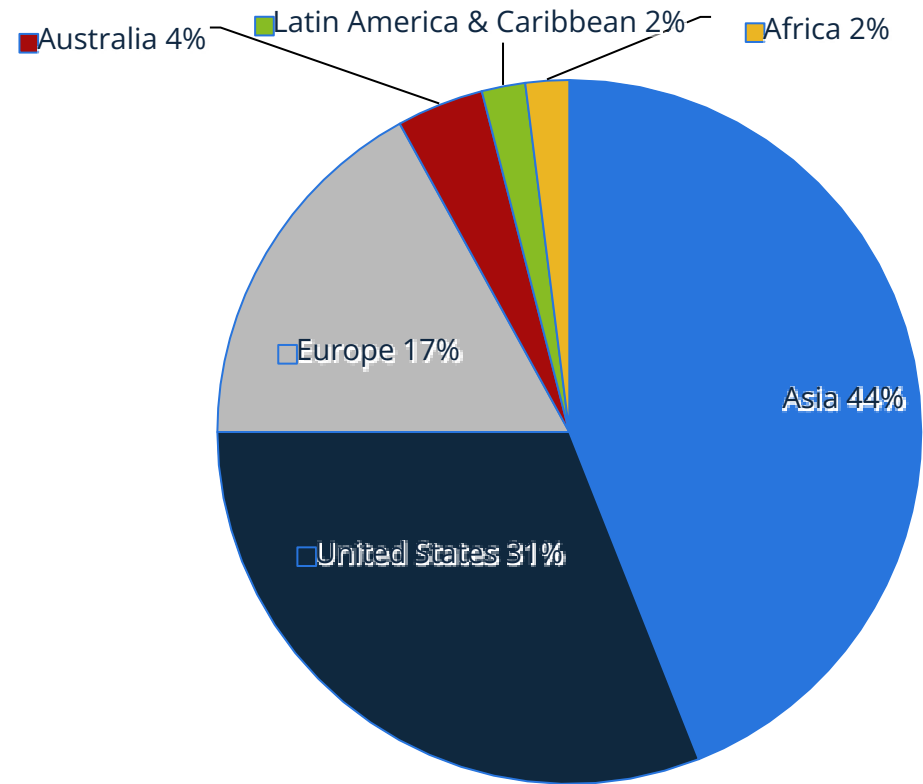
Number of users of the online food delivery market worldwide in 2023 and 2027, by region (in millions)

Online food delivery users worldwide 2023-2027, by region



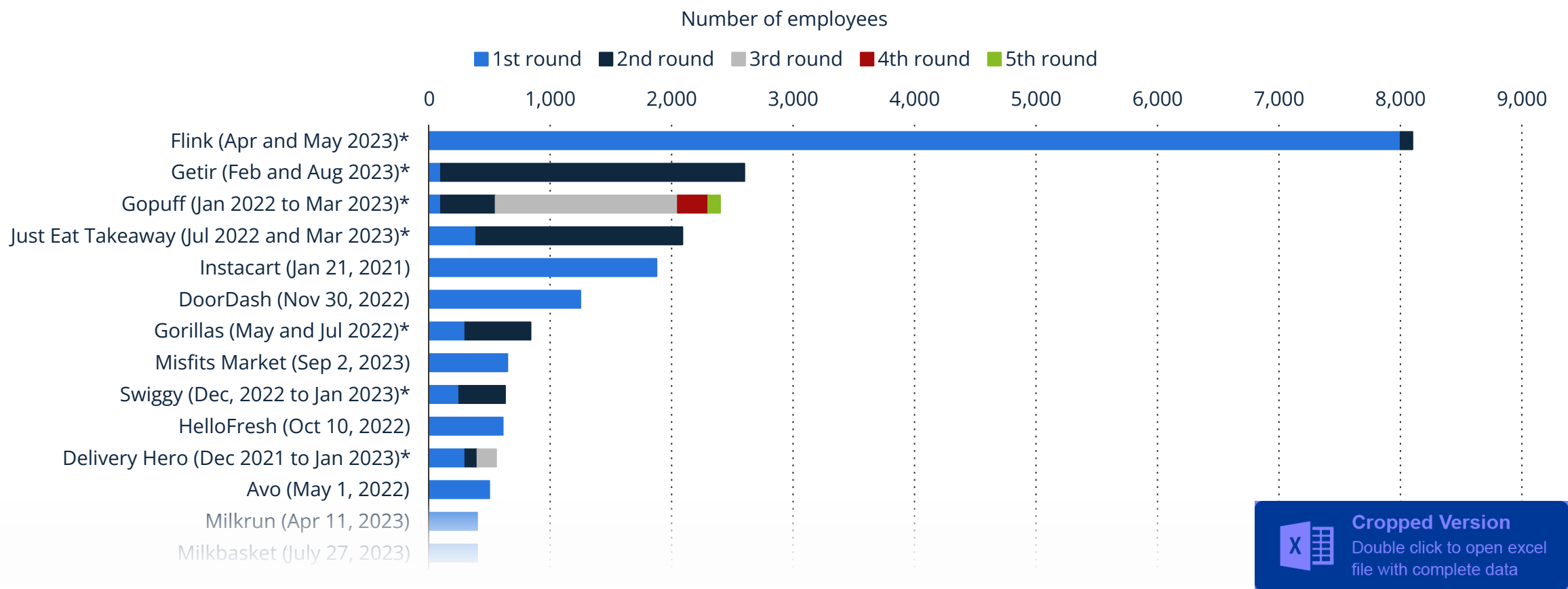
Distribution of online food and meal delivery deals as of 3rd quarter 2022, by region

Share of online food and meal delivery deals 2022, by region



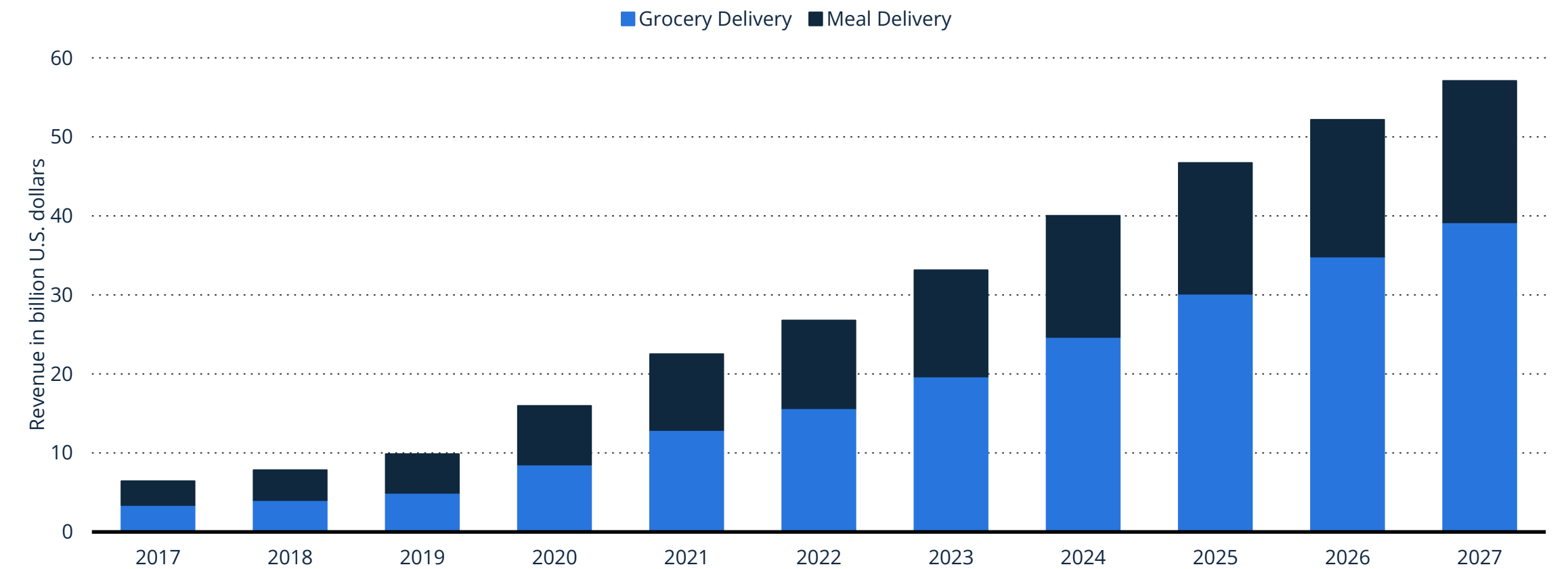
Number of food delivery startup employees laid off worldwide between September 2021 and September 2023, by company

Food delivery startup layoffs worldwide 2021-2023, by company



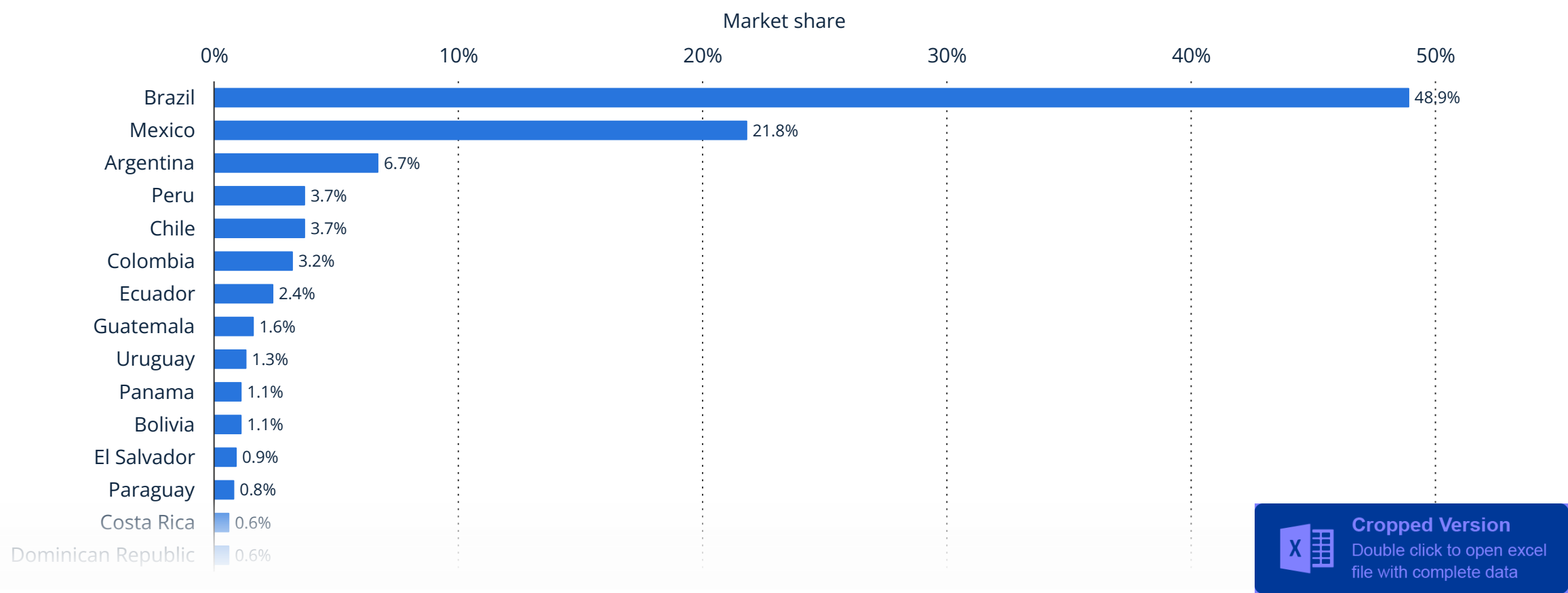
Revenue for the online food delivery market in Latin America from 2017 to 2027, by segment (in billion U.S. dollars)

Online food delivery revenue in Latin America 2017-2027, by segment



Distribution of the online food delivery market in Latin America in 2023, by country

Online food delivery market share in Latin America 2023, by country

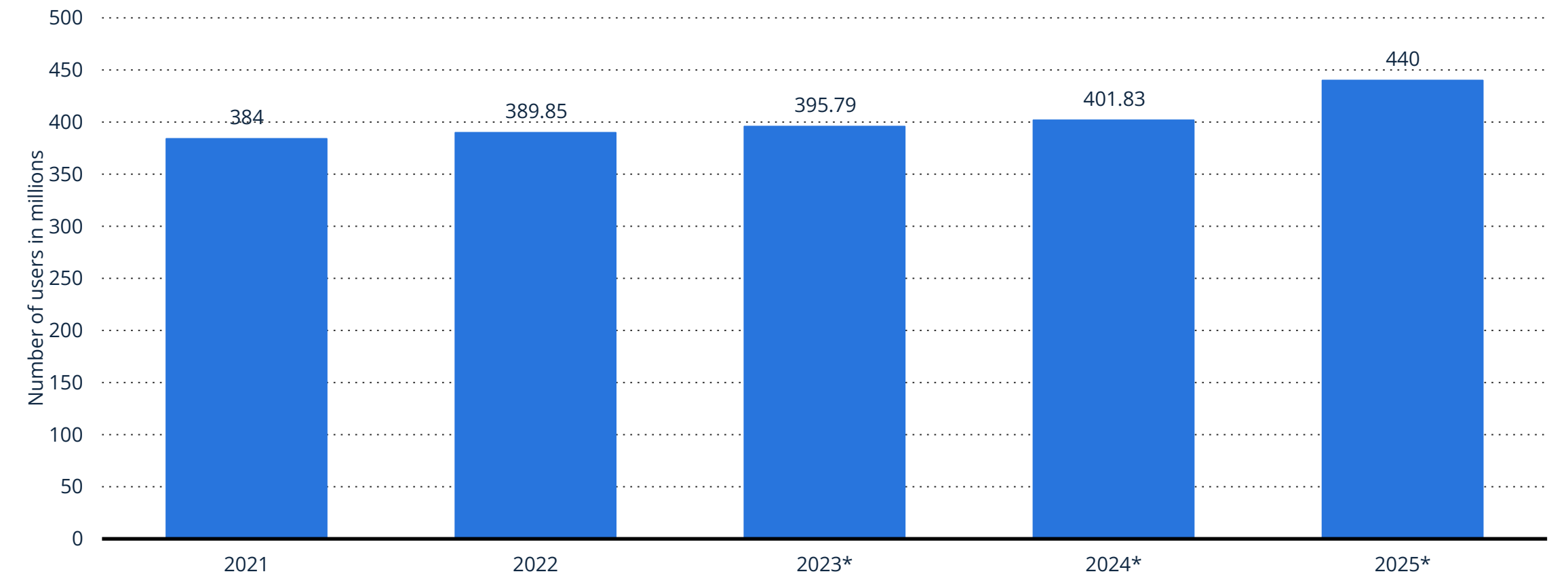


CHAPTER 02

Internet & app adoption

Number of mobile internet users in Latin America from 2021 to 2025 (in millions)

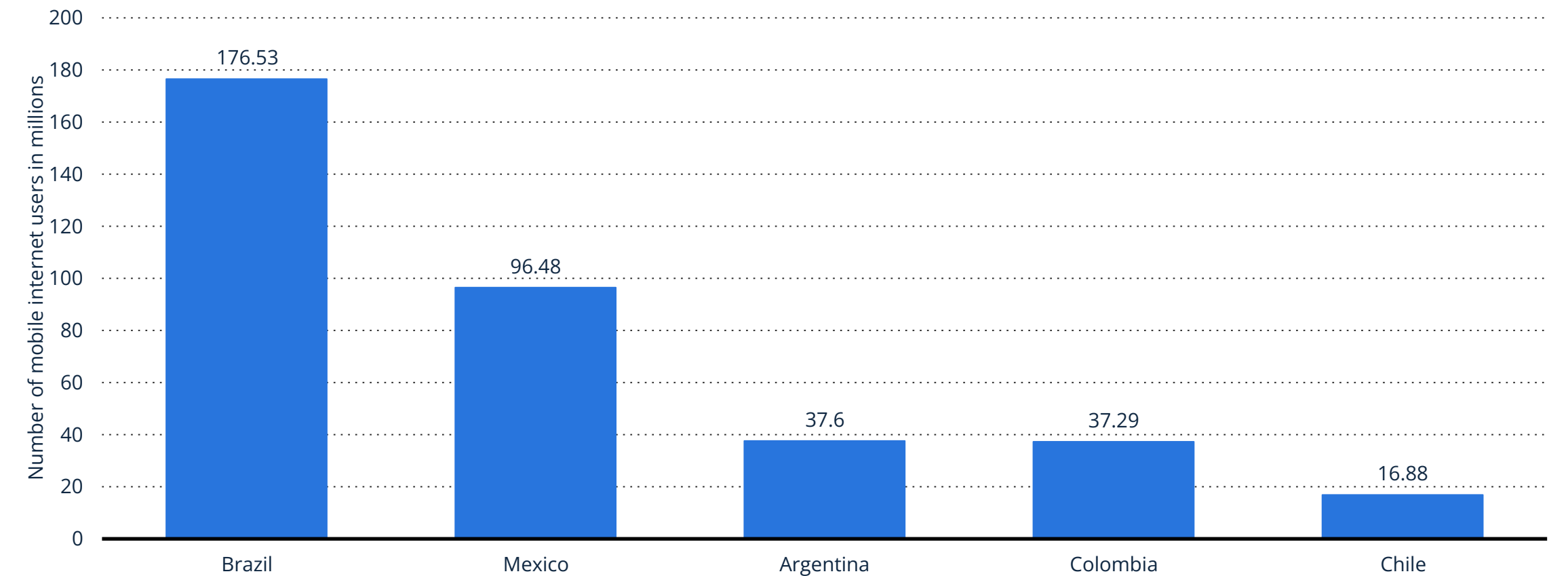
Mobile internet users in Latin America 2021-2025



10 | **Description:** In 2021, there were estimated 384 million mobile internet users in Latin America in 2022. The number is expected to increase to 440 million by 2025. Meanwhile, smartphone penetration rate is projected to increase to 73 percent in 2025. [Read more](#)
Note(s): 2023; * Forecast. An exponential development of the values was assumed to estimate the annual values between 2021 and 2025, which were provided by the source. Figures have been rounded. [Read more](#)
Source(s): GSMA ; GSMA Intelligence;

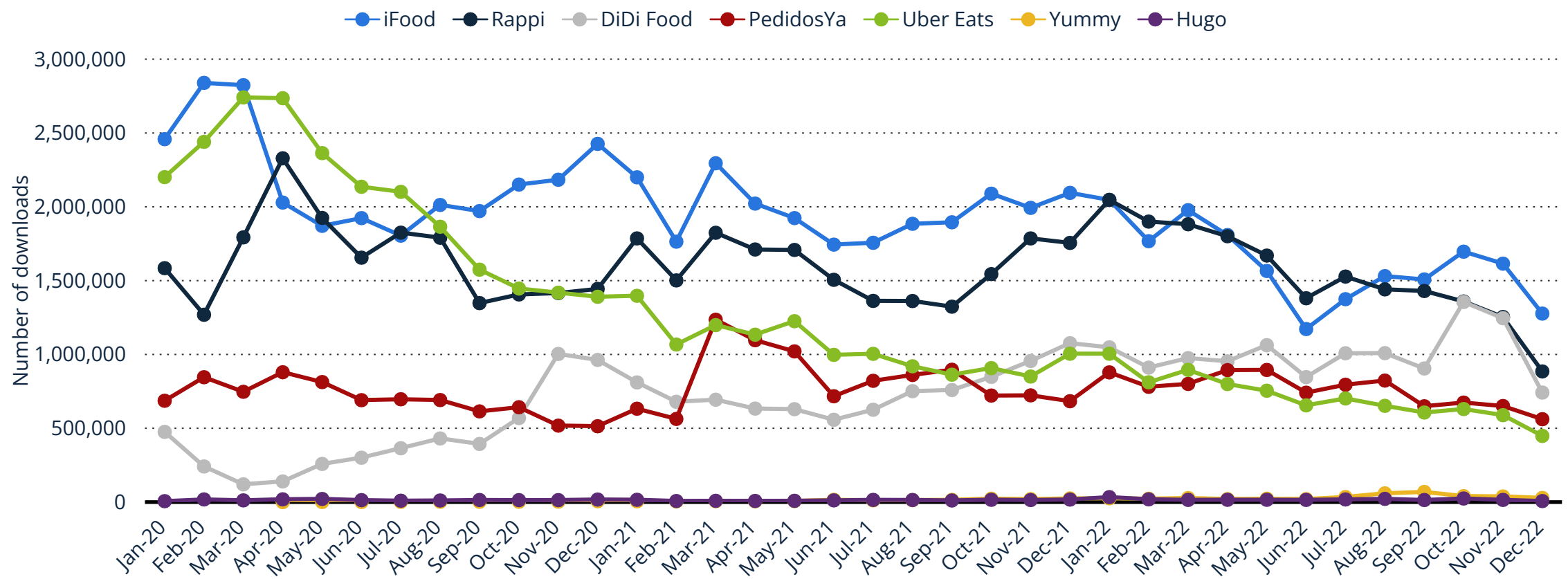
Number of mobile internet users in selected countries in Latin America as of 3rd quarter 2022 (in millions)

Number of mobile internet users in Latin America 2022, by country



Number of downloads of leading food delivery apps in Latin America from January 2020 to December 2022

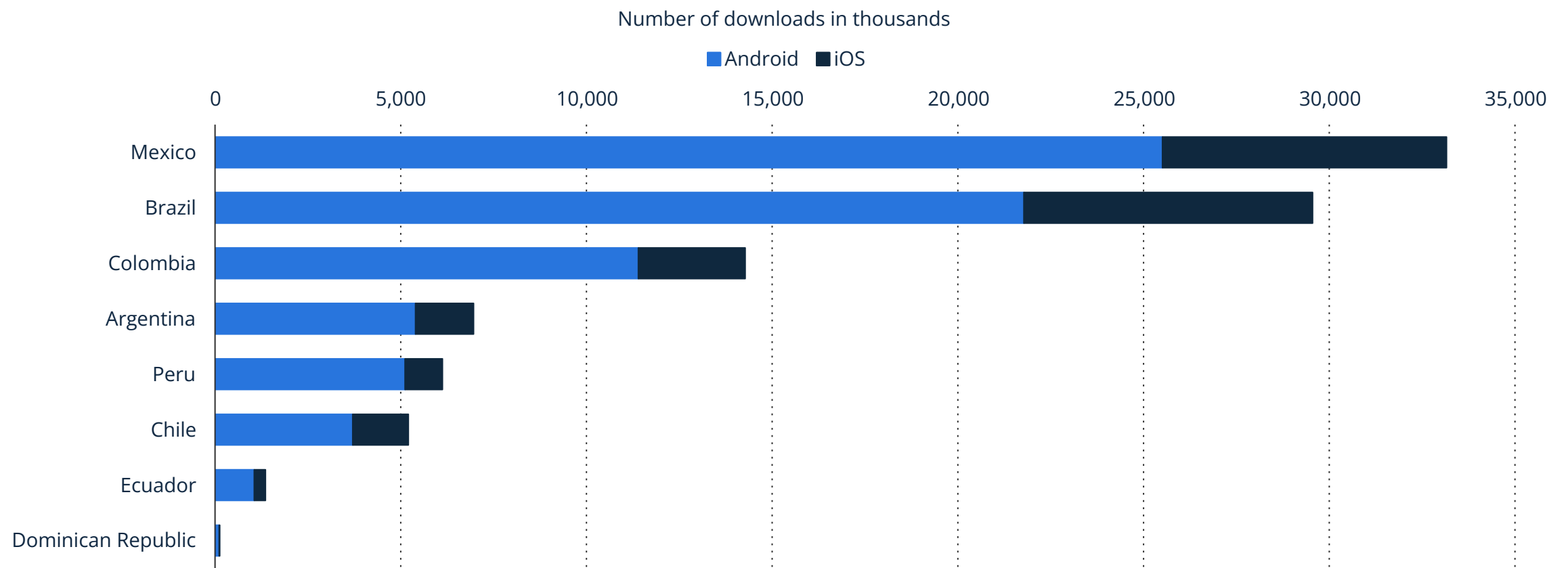
Downloads of leading food delivery apps in Latin America 2020-2022



Description: In recent years, Rappi has become the go-to app for Latin Americans looking to order food online. Expanding its services throughout the region, in 2022, the Colombian unicorn would compete head-to-head with iFood (leader in Brazil). Meanwhile, U.S. giant Uber Eats has exited several Latin American markets since 2020, while Chinese platform DiDi Food, on the other hand, has gained traction. [Read more](#)
Note(s): January 2020 to December 2022; all devices and app stores in eight Latin American countries*; * Argentina, Brazil, Chile, Colombia, Dominican Republic, Ecuador, Mexico, and Peru. Figures were calculated by [AppMagic](#); based on the data [...] [Read more](#)

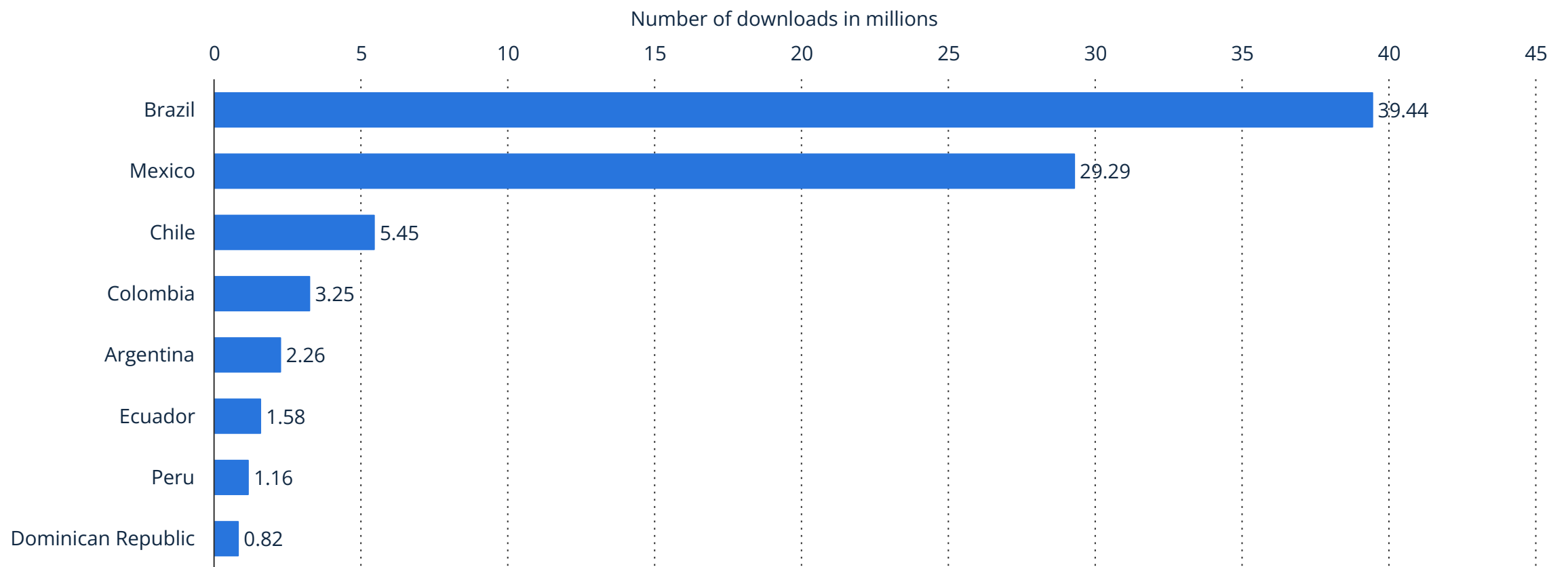
Number of downloads of Rappi app in selected Latin American countries as of December 2022, by operating system (in 1,000s)

Rappi app downloads in Latin America 2022, by country and operating system



Number of downloads of Uber Eats app in selected Latin American countries as of July 2022 (in millions)

Uber Eats app downloads in Latin America 2022, by country

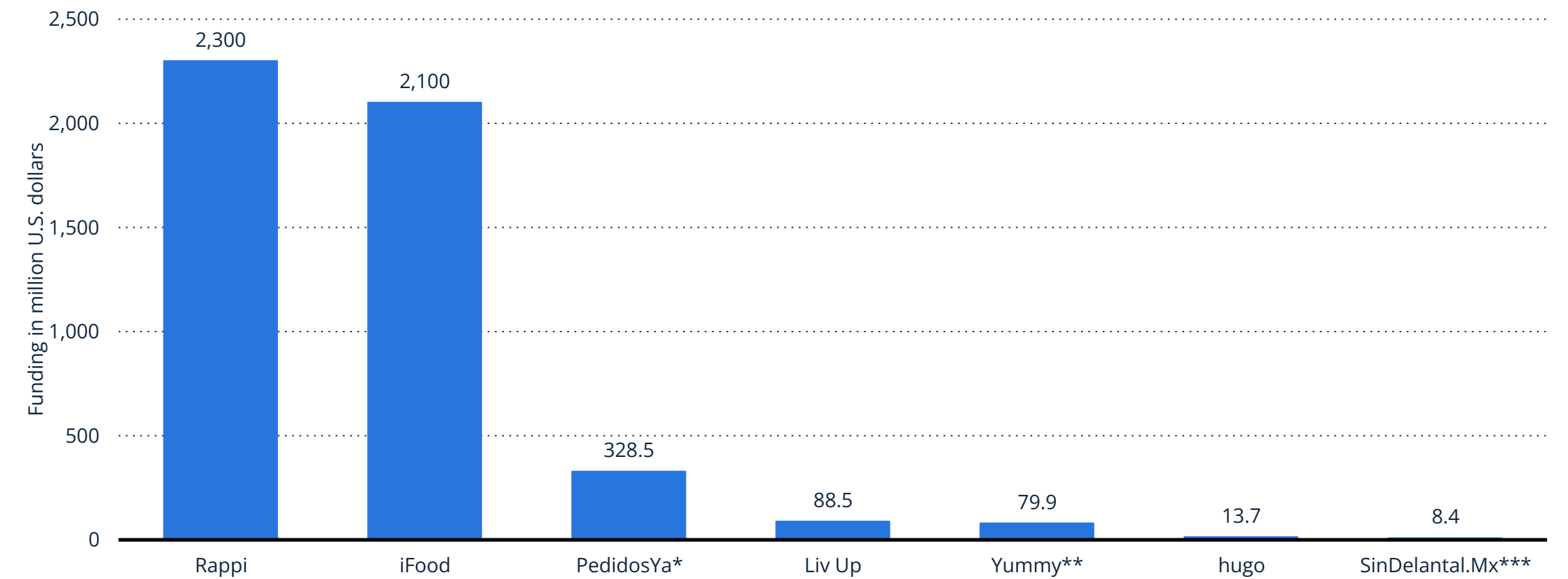


CHAPTER 03

Companies

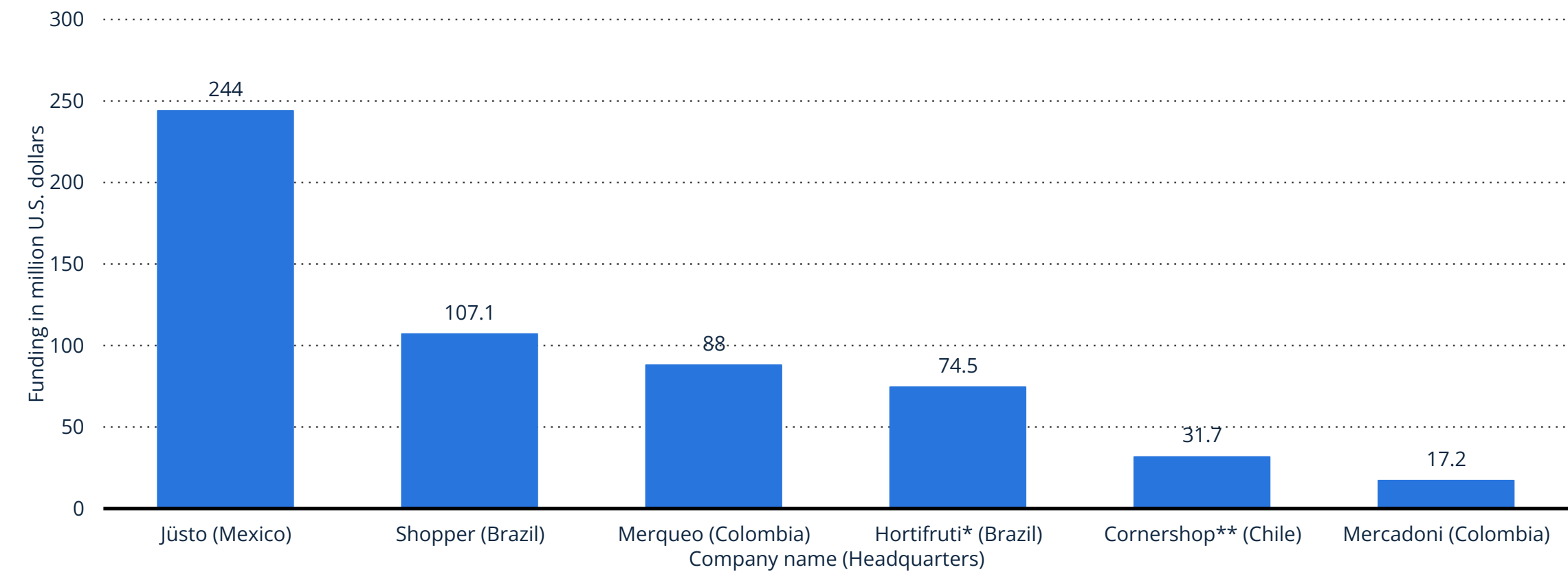
Most funded online food delivery companies in Latin America as of December 2022 (in million U.S. dollars)

Most funded Latin American online food delivery companies 2022



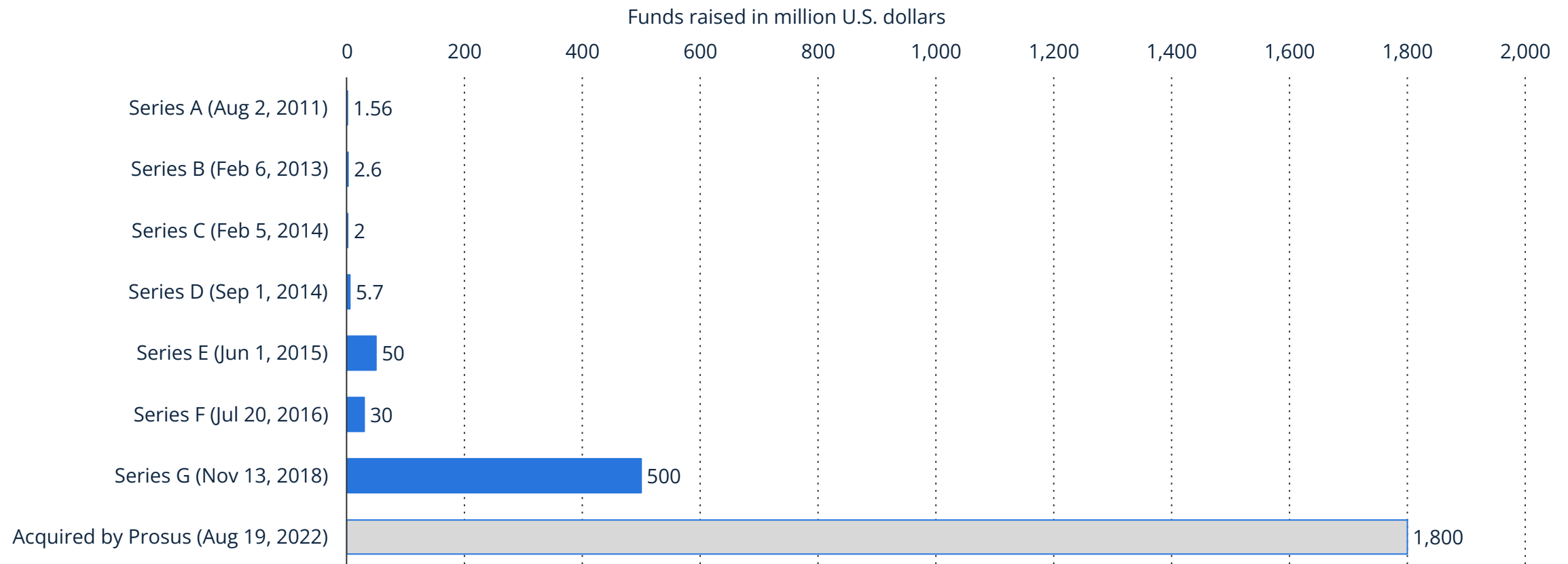
Most funded online grocery delivery stores in Latin America as of December 2022 (in million U.S. dollars)

Most funded Latin American online supermarkets 2022



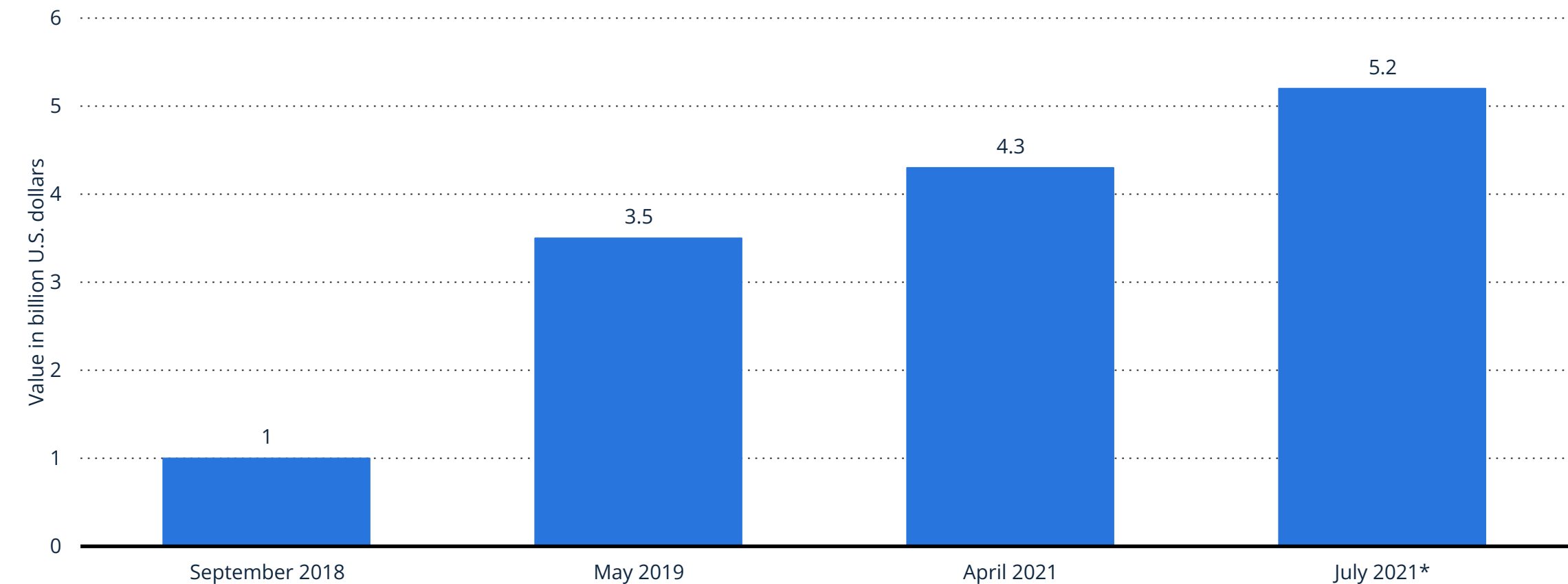
Value of venture capital investments received by the Brazilian startup iFood between 2011 and 2022, by stage (in million U.S. dollars)

Funds raised by iFood 2011-2022, by stage



Rappi's market value from 2018 to 2023 (in billion U.S. dollars)

Rappi's valuation 2018-2023



Key figures on Colombian on-demand delivery startup Rappi in Latin America as of 2023

Key figures on the startup Rappi 2023

Indicator	Value
Launch year*	2015
Total funds raised (in billion U.S. dollars)*	2.3
Number of funding rounds*	15
Number of countries of operation	9
Number of cities of operation	400
Number of users (in millions)	30
Number of app downloads (in millions)	150
Number of affiliated businesses	500000
Small and medium-sized enterprises (in percent)	60
Number of delivery drivers	350000

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