



International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 2, February 2025

Consumer Preferences and Market Dynamics of Cloud Kitchens in India

**Dr. Shrinivas Patel, Nishanth K, Prabakaran M, Raja Siva Pavishna G, Pranav Jai J, Priyanka Singh,
Palla Bharath Kumar, Sangeeth Madhusoodhanan**

Professor, Department of Finance, Faculty of Management Studies, CMS Business School, Jain Deemed to be
University, Bengaluru, India

MBA Students, CMS Business School, Jain Deemed to be University, Bengaluru, India

ABSTRACT: Cloud kitchens are revolutionizing India's food service industry, driven by rising demand for healthy and diet-conscious meals. This study explores consumer preferences, market trends, and competitive dynamics through secondary data analysis. Findings indicate a market growth from USD 1.13 billion in 2024 to USD 2.84 billion by 2030, influenced by quick commerce, pricing sensitivity, and competition from aggregators like Swiggy and Zomato. To remain competitive, cloud kitchens must focus on menu diversification, transparency, and operational efficiency.

KEY WORDS: Cloud Kitchens, Consumer Preferences, Healthy Food Trends

I. INTRODUCTION

The rise of cloud kitchens in India has revolutionized the food service industry by providing a streamlined, cost-effective, and technology-driven approach to food delivery (RedSeer Consulting, 2024). Cloud kitchens, also known as ghost kitchens or virtual restaurants, operate without a physical dine-in space and rely entirely on online orders (McKinsey & Company, 2024). This model has gained significant traction due to changing consumer preferences, increased urbanization, and advancements in digital food delivery platforms (Statista, 2024).

The increasing awareness of health and wellness has further shaped consumer demand, leading to a surge in interest for nutritious and diet-conscious meal options (Vero ASEAN, 2024). Post-pandemic lifestyle changes have accelerated the adoption of healthier eating habits, prompting cloud kitchens to diversify their menus to cater to vegan, gluten-free, keto, and organic food preferences (Forbes India, 2024).

This research paper aims to explore the evolving landscape of cloud kitchens in India, focusing on consumer preferences for healthy meal options, market trends, competitive dynamics, and pricing strategies. Through secondary data analysis, this study provides insights into the rapid growth of cloud kitchens, the challenges they face, and opportunities for innovation in a highly competitive food delivery market (IBISWorld, 2024).

II. LITERATURE REVIEW

India Dark Kitchens/Ghost Kitchens/Cloud Kitchens

There is a noticeable trend of consumers gravitating towards healthier food options. Cloud kitchens are adapting by offering menus that cater to various dietary preferences, including vegan, gluten-free, and keto diets. Brands like EatFit and Hello Tempayy have emerged, focusing solely on health-conscious consumers. Additionally, cloud kitchens are enhancing transparency by providing nutritional information and calorie counts for their offerings, aligning with the increasing consumer demand for health and wellness (Mi (2023)).

Consumer Purchase Intention and Behavior Toward Cloud Kitchen (Pandemic Opportunity) with Reference to India: An Empirical Examination

Research indicates that several factors significantly impact consumer purchase intentions towards cloud kitchens in India:

- Perception and Attitude: Positive perceptions and attitudes towards cloud kitchens enhance purchase behavior.
- Quality and Variety: Offering diverse and high-quality menu options attracts a broader customer base.

- Convenience: The ease of ordering and timely delivery are crucial determinants of consumer choice. These insights are derived from empirical studies examining consumer behavior in the context of cloud kitchens

India's restaurants versus Swiggy and Zomato

The cloud kitchen sector is becoming increasingly competitive, with traditional restaurants and food delivery platforms entering the market. Companies like Swiggy and Zomato have launched their own cloud kitchen operations, intensifying competition. This development has led to tensions with traditional restaurant owners, who argue that these platforms leverage data to undercut existing eateries (Venugopal, 2025).

Integration of Technology & Data Analytics, Virtual Restaurant Concepts, Expansion into Tier 2 and Tier 3 Cities

The cloud kitchen industry in India has witnessed significant expansion in recent years. In 2024, the market was valued at approximately USD 1.13 billion and is projected to reach USD 2.84 billion by 2030, growing at a Compound Annual Growth Rate (CAGR) of 16.66%

This growth is driven by shifting consumer preferences towards convenience and variety in food choices, especially in urban areas where busy lifestyles and increased disposable incomes prevail.

While the cloud kitchen model offers numerous advantages, it also faces challenges:

- Operational Efficiency: Maintaining consistent food quality and timely deliveries requires robust operational frameworks.
- Consumer Trust: Building and retaining consumer trust is essential, especially when physical dine-in experiences are absent.
- Market Saturation: As more players enter the market, differentiating offerings becomes imperative.

Opportunities lie in leveraging technology for efficient operations, expanding into tier-2 and tier-3 cities, and continuously innovating menu offerings to meet evolving consumer preferences (Markets, 2024).

A Growing Appetite for Healthier Food in Southeast Asia and India

The COVID-19 pandemic has significantly influenced consumer eating habits, leading to a heightened focus on health and wellness. Post-pandemic, brands have expanded their healthy food offerings by 40%, and online aggregators have observed a threefold increase in orders for healthy food options. Notably, demands for keto diets have risen by 23%, while plant-based and vegan food orders have surged by 83%. Cities like Bengaluru, Hyderabad, and Mumbai have emerged as the most health-conscious, reflecting a growing trend towards nutritious eating habits (Team, 2024).

Growing consumer inclination for rapid delivery services drives quick commerce expansion in India

The rapid growth of quick commerce in India is reshaping the food delivery landscape. Urban consumers increasingly prefer swift delivery services for daily necessities, including healthy meal options. The food collection take-away segment is projected to register a Compound Annual Growth Rate (CAGR) of over 7.7% during 2023–2028. This trend indicates a rising consumer inclination towards rapid delivery services, which cloud kitchens can leverage by offering quick and healthy meal options to meet the evolving demands (GlobalData, 2024).

Research Gaps and Limitations in Existing Studies

While previous research has extensively covered consumer demand and market growth, several key aspects remain underexplored:

1. **Long-Term Financial Viability:** Most studies focus on market entry strategies, but few evaluate the sustainability and profitability of cloud kitchens in the long run. This research addresses the gap by analysing operational challenges, cost structures, and revenue models.
2. **Supply Chain Constraints:** Existing literature lacks an in-depth discussion on how sourcing fresh, organic ingredients impacts pricing and logistics efficiency in cloud kitchens.
3. **Regulatory and Policy Challenges:** Limited research examines how food safety laws, licensing requirements, and aggregator policies affect independent cloud kitchen businesses. By addressing this gap, this study provides insights into how regulatory changes might shape the future of cloud kitchens in India.

Research Contribution

The literature provides a comprehensive understanding of the cloud kitchen industry, highlighting key trends, success factors, and consumer preferences. However, gaps remain in understanding the financial sustainability, supply chain constraints, and regulatory impact on cloud kitchens.

This study contributes by:

- Evaluating whether independent cloud kitchens can sustain growth despite aggregator-led competition.
- Assessing consumer willingness to pay for healthy food vs. prioritizing convenience in quick commerce.
- Examining operational and regulatory barriers beyond market competition.

By critically analysing these factors, this research aims to offer practical recommendations for cloud kitchens looking to navigate a rapidly evolving food delivery landscape.

III. RESEARCH METHODOLOGY

This study adopts a secondary research methodology to analyze the market trends, consumer preferences, and competitive landscape of cloud kitchens offering healthy meal options in India. The methodology involves collecting and synthesizing data from various credible sources to ensure a comprehensive understanding of the topic.

Research Design

The study follows an exploratory research design, focusing on analysing pre-existing data to gain insights into market dynamics and consumer behaviour. The research aims to identify trends, challenges, and opportunities in the cloud kitchen industry.

Data Collection Sources

Secondary data has been selected based on the following criteria: credibility, publication year (preferably within the last five years), and geographical relevance to the Indian market. The key sources include:

- Market Research Reports: Data from reputable sources such as GlobeNewswire, Statista, and Grand View Research to assess market valuation and growth projections.
- Consumer Behavior Studies: Insights from Coherent Market Insights, South China Morning Post, and Vero ASEAN on changing dietary preferences and purchasing patterns.
- Industry Reports: Competitive landscape analysis from Financial Times, Economic Times, and McKinsey & Company to understand key players, pricing trends, and emerging business models.
- News Articles and Publications: Articles from reliable business news platforms discussing innovations, regulatory challenges, and market disruptions in the cloud kitchen industry.

Data Analysis Approach

The collected data has been analyzed using a combination of quantitative and qualitative techniques to derive meaningful insights:

- **Graphical Representation:** Line graphs, pie charts, and bar charts to visually depict market growth, consumer preferences, and price sensitivity.
- **Trend Analysis:** Identifying patterns in market expansion, shifts in consumer demand, and emerging dietary habits.
- **Content Analysis:** Examining qualitative data from industry reports and publications to understand recurring themes and strategic developments in the cloud kitchen sector.

Limitations of the Study

- The study is limited to secondary data sources, which may not fully capture real-time changes in consumer behaviour.
- The analysis relies on published reports and market studies, which may have their own biases and constraints.
- The findings are generalized to the Indian cloud kitchen industry, and specific regional variations may not be accounted for.

Despite these limitations, the study provides valuable insights into the evolving market dynamics of cloud kitchens, highlighting growth opportunities and challenges in catering to health-conscious consumers.

IV. DATA ANALYSIS

Data Visualization:

A. Market Growth Projection (2024-2030)

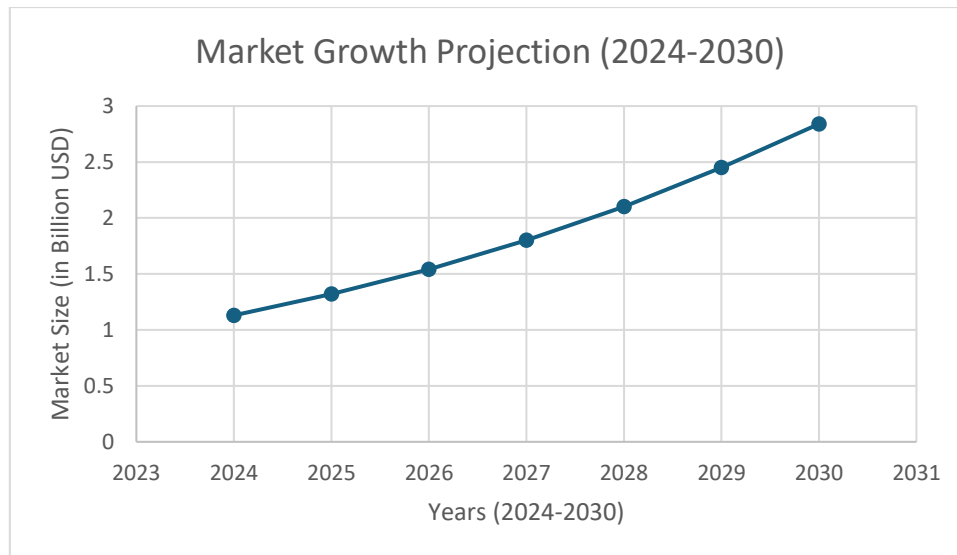


Figure 1: Projected Growth of the Indian Cloud Kitchen Market (2024-2030)

Interpretation: The Indian cloud kitchen market is projected to grow from USD 1.13 billion in 2024 to USD 2.84 billion by 2030, at a CAGR of 16.66%. This growth is primarily driven by:

- Increasing demand for convenience among urban consumers.
- Rising adoption of digital food ordering platforms.
- Expansion into tier-2 and tier-3 cities, where food delivery services are gaining traction.

However, the market could face saturation risks as more players enter the industry, making differentiation essential for long-term success.

B. Consumer Dietary Preferences for Healthy Meals

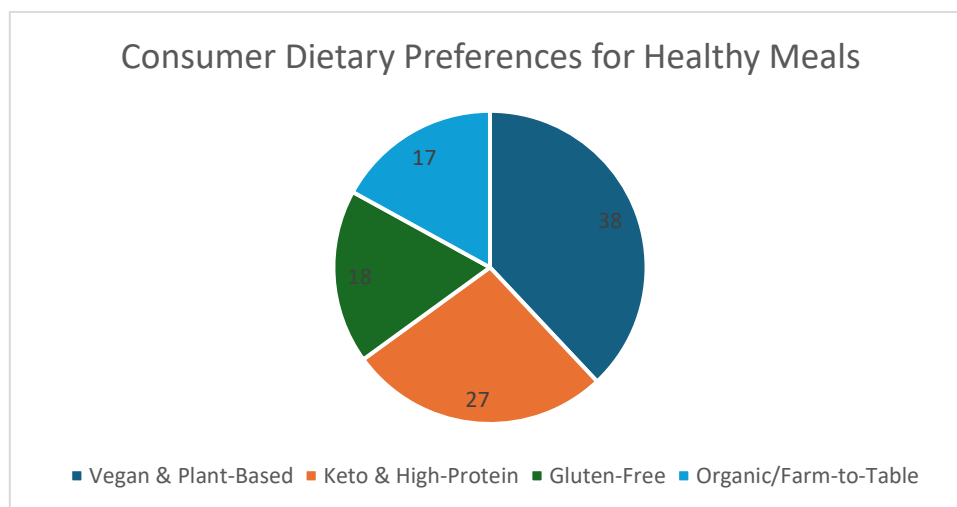


Figure 2: Consumer Preferences for Health-Based Meal Options in Cloud Kitchens (2024)

Interpretation:

- Plant-Based/Vegan meals (38%) are the most preferred category, reflecting a broader global trend towards plant-based diets. This shift is particularly strong in metro cities, where young professionals and fitness enthusiasts are driving demand.
- High-Protein/Keto meals (27%) are also gaining popularity, fueled by the rise of fitness-conscious consumers and growing awareness of low-carb diets.
- Organic/Gluten-Free meals (19%) appeal to health-conscious individuals who prioritize food quality and allergen-free ingredients.
- Low-Calorie/Fitness-Oriented meals (16%) remain a niche segment but are growing steadily, particularly among individuals focused on weight management.

C. Willingness to Pay for Healthy Food

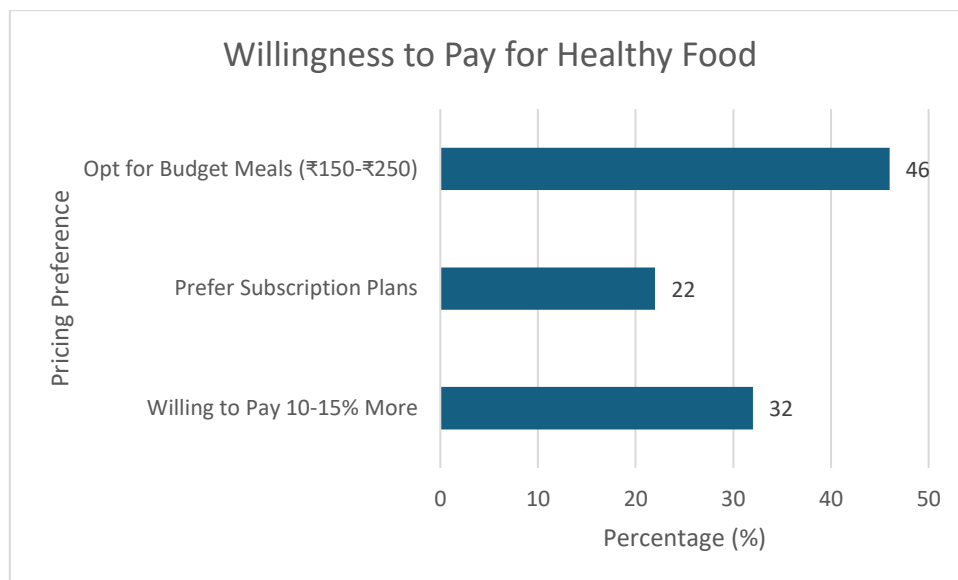


Figure 3: Consumer Willingness to Pay a Premium for Healthy Food Options

Interpretation:

- 46% of consumers opt for budget-friendly meals, suggesting that price sensitivity remains a major factor influencing purchasing decisions. Cloud kitchens targeting this segment must focus on cost efficiency without compromising food quality.
- 32% are willing to pay a 10-15% premium (₹250-₹350 per meal), particularly for meals that offer organic ingredients, high-protein content, or specific dietary benefits.
- 22% prefer high-premium options (₹350+ per meal), often subscribing to meal plans that provide consistent nutritional value.

D. Regional Variations in Consumer Preferences

City	Most Popular Health-Based Meal Type
Bengaluru	Vegan & Plant-Based Meals
Mumbai	High-Protein/Keto Meals
Hyderabad	Organic & Gluten-Free Meals
Delhi	Low-Calorie/Fitness-Oriented Meals

Figure 4: Regional Demand for Health-Focused Cloud Kitchen Meals

Interpretation:

- Bengaluru leads in vegan & plant-based meal consumption, likely due to the presence of a large tech workforce with disposable income and a strong focus on wellness.
- Mumbai has a high demand for keto and high-protein meals, driven by the fitness culture and presence of celebrity-endorsed diets.
- Hyderabad has a growing preference for organic and gluten-free meals, aligning with rising awareness of clean eating and food allergies.
- Delhi shows a strong demand for low-calorie meals, likely influenced by a higher percentage of working professionals seeking meal options tailored to weight management.

E. Competitive Landscape & Market Challenges

Business Model	Key Competitors
Independent Cloud Kitchens	EatFit, Hello Tempayy
Aggregator-Owned Cloud Kitchens	Swiggy Access, Zomato Infrastructure
Quick Commerce Cloud Kitchens	Blinkit Bistro, Instamart Fresh

Interpretation:

- Independent cloud kitchens (e.g., EatFit, Hello Tempayy) focus on health-conscious consumers, leveraging ingredient transparency and unique dietary offerings.
- Aggregator-owned cloud kitchens (e.g., Swiggy Access, Zomato Infrastructure Services) dominate the market,

F. SWOT Analysis of Cloud Kitchens in India

The following analysis outlines the Strengths, Weaknesses, Opportunities, and Threats (SWOT) associated with cloud kitchens operating in the Indian market:

Strengths:

- Lower Operational Costs: Cloud kitchens benefit from reduced overheads, as they eliminate expenses related to dine-in facilities, prime real estate, and extensive staffing
- Scalability: The model allows for the operation of multiple brands from a single kitchen space, optimizing resource utilization.
- Market Reach: Direct integration with food delivery platforms enhances accessibility to a broad customer base.
- Niche Offerings: Ability to cater to specific dietary preferences, such as vegan or keto diets, attracting diverse customer segments.

Weaknesses:

- Dependence on Third-Party Aggregators: Reliance on platforms like Swiggy and Zomato can lead to vulnerabilities due to commission fees and policy changes.
- Lack of Physical Presence: Absence of a dine-in option may result in weaker brand recognition and customer loyalty.
- Operational Complexities: Managing multiple brands and cuisines from a single location can pose logistical challenges.
- High Marketing Expenses: Significant investment is required to build brand awareness in a competitive market.

Opportunities:

- Expansion into Emerging Markets: Tier-2 and Tier-3 cities present untapped potential with increasing demand for food delivery services.
- Health-Conscious Consumer Trends: Growing awareness of healthy eating habits opens avenues for specialized menu offerings.
- Technological Advancements: Utilization of AI-driven tools for inventory management and demand forecasting can enhance efficiency.
- Subscription Models: Offering meal plans can ensure a steady revenue stream and customer retention.

Threats:

- Intense Competition: Aggregator-backed cloud kitchens may have advantages in terms of data access and customer reach.
- Regulatory Changes: Potential shifts in food safety regulations and taxation policies could impact operations.
- Supply Chain Vulnerabilities: Disruptions can lead to increased costs and affect service quality.
- Market Saturation: Rapid growth may lead to an oversupply, intensifying competition and price wars.

G. Independent Cloud Kitchens vs. Aggregator-Owned Cloud Kitchens

A comparative analysis of independent cloud kitchens and aggregator-owned cloud kitchens reveals distinct operational dynamics:

Profitability:

Independent Cloud Kitchens: While benefiting from autonomy, these entities often face lower profit margins due to high marketing costs and commissions to third-party delivery platforms.

Aggregator-Owned Cloud Kitchens: These kitchens often experience higher profitability by leveraging platform-integrated operations, reducing commission fees, and utilizing data-driven demand forecasting.

Pricing Strategy:

Independent Cloud Kitchens: Must balance competitive pricing with premium offerings to attract and retain customers.

Aggregator-Owned Cloud Kitchens: Can implement more flexible pricing strategies due to reduced operational costs and access to extensive customer data.

Customer Acquisition:

Independent Cloud Kitchens: Rely heavily on direct marketing efforts, including social media and influencer partnerships, to build brand awareness.

Aggregator-Owned Cloud Kitchens: Benefit from built-in platform promotions and visibility, facilitating easier customer acquisition.

Operational Challenges:

Independent Cloud Kitchens: Face challenges related to supply chain management, delivery logistics, and maintaining consistent quality.

Aggregator-Owned Cloud Kitchens: Often have streamlined operations due to integrated logistics and advanced demand forecasting tools.

Branding and Consumer Trust:

Independent Cloud Kitchens: Have the opportunity to build unique brand identities and foster direct customer relationships

Aggregator-Owned Cloud Kitchens: May struggle with brand differentiation due to platform-centric operations.

Expansion Potential:

Independent Cloud Kitchens: Expansion may require significant investment in marketing and infrastructure.

Aggregator-Owned Cloud Kitchens: Can scale more rapidly by leveraging platform resources and data insights.

V. KEY FINDINGS**A. Market Trends****• Cloud kitchens are expanding rapidly:**

- The Indian cloud kitchen market was valued at USD 1.13 billion in 2024 and is expected to reach USD 2.84 billion by 2030, growing at a CAGR of 16.66%.
- Globally, the cloud kitchen market is projected to grow at a CAGR of 11.9%.
- This growth is fuelled by changing work cultures, increasing disposable incomes, and a rising demand for convenience. (GlobeNewswire)

B. Consumer Preferences**• Shift Towards Healthier Eating:**

- The pandemic increased awareness of health-conscious eating, leading to a 40% increase in demand for healthier food delivery options.
- The demand for vegan and plant-based meals grew by 83%, while keto diet meals increased by 23%. (Vero ASEAN)

• Key Health-Based Meal Preferences:

- 45% of consumers actively look for low-calorie options.
- 39% prioritize high-protein meals.
- 26% prefer organic and gluten-free food.

• Transparency in Food Information:

- Nutritional labeling is becoming a major factor influencing purchase decisions.
- Brands like EatFit and Hello Tempayy provide detailed calorie and ingredient information to attract health-conscious consumers. (Coherent Market Insights)

C. Pricing & Willingness to Pay**• Consumers are willing to pay more for healthier meals:**

- 32% are willing to pay a 10-15% premium for organic or diet-specific meals.
- 22% prefer subscription-based meal plans for convenience and savings.
- The average price range for a healthy meal from cloud kitchens in India is ₹250-₹350, compared to ₹150-₹250 for regular meals.

D. Competitive Landscape & Market Challenges**• Swiggy & Zomato Cloud Kitchens vs. Traditional Restaurants:**

- Food aggregators like Swiggy and Zomato have launched their own dark kitchens, posing a threat to traditional cloud kitchens.
- Quick commerce like Blinkit Bistro, Snacc by Swiggy now offers 15-minute healthy meal deliveries, intensifying competition.
- Regulatory issues: Restaurant owners argue that aggregators use their own data to undercut small cloud kitchen businesses. (Financial Times)

E. Regional Trends & Market Expansion

- Tier-2 & tier-3 cities present significant growth opportunities: The adoption of cloud kitchens beyond metro areas is accelerating due to rising disposable incomes and digital adoption in smaller cities.
- Bengaluru leads in vegan & plant-based meal preferences, while Mumbai has the highest demand for high-protein/keto diets, indicating regional dietary differences that cloud kitchens should capitalize on.

- Quick commerce like Blinkit Bistro, Instamart, Swiggy Minis is reshaping food delivery expectations, increasing demand for 15-minute healthy meals, which cloud kitchens must adapt to by streamlining operations.

F. SWOT Insights – Threats & Opportunities

- Regulatory challenges could disrupt market dynamics: Government scrutiny over food safety laws, taxation, and aggregator dominance could impact business models.
- Subscription-based meal plans offer a competitive edge, ensuring customer retention and stable revenue for independent cloud kitchens.
- Health-conscious branding & transparency are key differentiators: Brands that highlight organic sourcing, nutritional information, and sustainability efforts gain more consumer trust.

G. Future Growth Strategies for Cloud Kitchens

- Differentiation through niche offerings (e.g., diet-specific meals, allergen-free options) will be crucial for long-term sustainability.
- Strategic partnerships with fitness influencers, health apps, and corporate wellness programs can provide alternative marketing channels beyond food aggregators.
- Technology adoption (AI-driven supply chains, automation in meal preparation, dynamic pricing models) will separate successful brands from those struggling with profitability.

VI. RECOMMENDATIONS

1. **Diversification of Offerings:** Cloud kitchens should expand their menus to include a wide range of healthy options such as vegan, keto, and organic meals to cater to niche markets.
2. **Enhancing Transparency:** Providing clear nutritional information, ingredient sourcing, and calorie counts can boost consumer trust and brand loyalty.
3. **Subscription & Loyalty Programs:** Implementing meal subscription plans and customer rewards can improve retention rates and encourage repeat purchases.
4. **Strategic Partnerships:** Collaborating with food delivery platforms, fitness influencers, and nutritionists can enhance credibility and brand positioning.
5. **Operational Efficiency:** Investing in data analytics, AI-driven inventory management, and supply chain optimization can improve profitability and reduce food wastage.
6. **Direct-to-Consumer (DTC) Model:** Cloud kitchens should reduce reliance on food aggregators by investing in SEO, social media marketing, and brand-owned apps to encourage direct orders and higher margins.
7. **Regional Market Expansion:** Cloud kitchens should tailor their offerings to regional dietary preferences like vegan meals in Bengaluru, keto diets in Mumbai and expand into tier-2 and tier-3 cities, where demand for online food delivery is growing.
8. **Quick Commerce & Rapid Fulfillment:** Investing in AI-driven kitchen automation and pre-prepared meal kits can enable cloud kitchens to compete with 15-minute delivery models introduced by Blinkit, Swiggy Minis, and Instamart Fresh.
9. **Pricing Optimization & Cost Management:** Implementing AI-based demand forecasting and supply chain analytics will help reduce food wastage, optimize procurement, and maintain competitive pricing without sacrificing quality.

VII. CONCLUSION & FUTURE RESEARCH DIRECTIONS

Cloud kitchens in India have emerged as a transformative force in the food industry, catering to the rising demand for convenience and health-conscious eating. The sector's rapid growth is fueled by digital innovations, shifting consumer preferences, and the increasing adoption of online food ordering. However, challenges such as aggregator-led competition, pricing sensitivity, quick commerce disruptions, and operational hurdles require strategic solutions for long-term sustainability.

To remain competitive, cloud kitchens must focus on menu diversification, direct-to-consumer strategies, and supply chain optimization. Technological advancements such as AI-driven demand forecasting, data analytics, and kitchen automation will play a critical role in improving profitability and efficiency. Additionally, expansion into tier-2 and tier-

3 cities, strategic partnerships with quick commerce platforms, and alternative revenue models like meal subscriptions will be crucial growth drivers.

Future Research Directions

While this study provides valuable insights into the market trends, consumer behaviour, and competitive dynamics of cloud kitchens in India, several areas require further exploration:

1. Long-Term Financial Viability of Cloud Kitchens: Future research should focus on profitability models, cost structures, and revenue sustainability beyond initial market entry.
2. Impact of Quick Commerce on Cloud Kitchen Models: With 15-minute meal deliveries gaining traction, research is needed on how cloud kitchens can adapt their operations to meet ultra-fast delivery demands.
3. Consumer Behavior & Pricing Sensitivity Analysis: A deeper study into price elasticity, willingness to pay for premium health-based meals, and factors influencing repeat purchases will help cloud kitchens refine their business models.
4. Regulatory & Policy Implications: Further research should examine the impact of food safety laws, taxation policies, and aggregator platform regulations on independent cloud kitchens.
5. Technological Disruptions & AI Integration: Research on AI-driven inventory management, predictive analytics, and automated meal preparation can provide insights into future efficiency improvements in the industry.

REFERENCES

1. Coherent Market Insights. (2024). India Dark Kitchens, Ghost Kitchens, Cloud Kitchens Market Trends. Retrieved from <https://www.coherentmi.com>
2. Economic Times. (2024). Swiggy, Zomato Disrupt Food Industry with Cloud Kitchens. Retrieved from <https://www.economictimes.indiatimes.com>
3. Financial Times. (2024). How Food Aggregators are Reshaping the Restaurant Industry. Retrieved from <https://www.ft.com>
4. GlobeNewswire. (2024). India Cloud Kitchen Market Forecast 2024-2030. Retrieved from <https://www.globenewswire.com>
5. Grand View Research. (2024). Global Cloud Kitchen Market Growth Report. Retrieved from <https://www.grandviewresearch.com>
6. South China Morning Post. (2024). Post-Pandemic Trends in Healthy Eating. Retrieved from <https://www.scmp.com>
7. Statista. (2024). Cloud Kitchen Market Valuation and Growth Trends. Retrieved from <https://www.statista.com>
8. Vero ASEAN. (2024). Consumer Shift to Healthier Food Choices in India. Retrieved from <https://www.vero-asean.com>
9. GlobalData. (2024, December 19). Growing consumer inclination for rapid delivery services drives quick commerce expansion in India, says GlobalData. GlobalData. https://www.globaldata.com/media/consumer/growing-consumer-inclination-rapid-delivery-services-drives-quick-commerce-expansion-india-says-globaldata/?utm_source=chatgpt.com
10. Venugopal, V. (2025, January 24). India's restaurants versus Swiggy and Zomato. Financial Times. https://www.ft.com/content/febb5d96-3336-4f03-b84f-ff0601a9dc70?utm_source=chatgpt.com
11. Team, V. (2024, June 30). A growing appetite for healthier food in Southeast Asia and India. Vero. https://vero-asean.com/a-growing-appetite-for-healthier-food-in-southeast-asia-and-india/?utm_source=chatgpt.com
12. Mi, C. (2023, November 23). india dark kitchens/ghost kitchens/cloud kitchens market Trends | Coherent MI. Coherent MI, <https://www.coherentmi.com>, All Right Reserved 2025. https://www.coherentmi.com/industry-reports/india-dark-kitchens-ghost-kitchens-cloud-kitchens-market/market-trends?utm_source=chatgpt.com
13. Markets, R. A. (2024, November 7). India Cloud Kitchen Market Trends, Competition, Forecasts and Opportunities, 2024-2030: Integration of Technology & Data Analytics, Virtual Restaurant Concepts, Expansion into Tier 2 and Tier 3 Cities. GlobeNewswire News Room. https://www.globenewswire.com/news-release/2024/11/07/2976869/28124/en/India-Cloud-Kitchen-Market-Trends-Competition-Forecasts-and-Opportunities-2024-2030-Integration-of-Technology-Data-Analytics-Virtual-Restaurant-Concepts-Expansion-into-Tier-2-and-T.html?utm_source=chatgpt.com
14. ResearchGate. (2024). Consumer Purchase Intention and Behavior Toward Cloud Kitchen: Pandemic Opportunity with Reference to India. Retrieved from

https://www.researchgate.net/publication/371497721_Consumer_Purchase_Intention_and_Behavior_Toward_Cloud_Kitchen_Pandemic_Opportunity_with_Reference_to_India_An_Empirical_Examination

15. RedSeer Consulting. (2024). Why Cloud Kitchens Are Winning the Race in India's \$80 Billion Food Market. Retrieved from <https://redseer.com/newsletters/why-cloud-kitchens-are-winning-the-race-in-indias-80-billion-food-market>
16. McKinsey & Company. (2024). The Future of Food Delivery: How AI and Quick Commerce Are Changing the Game. Retrieved from <https://www.mckinsey.com/industries/retail/our-insights/the-future-of-food-delivery>
17. Forbes India. (2024). Swiggy, Zomato, and the Battle for India's Cloud Kitchen Market. Retrieved from <https://www.forbesindia.com/article/exploring-the-cloud-kitchen-boom>
18. Statista. (2024). Consumer Willingness to Pay for Healthy Food in India: A Market Analysis. Retrieved from <https://www.statista.com/statistics/consumer-willingness-to-pay-health-food-india>
19. IBISWorld. (2024). The Cloud Kitchen Industry in India: Growth Trends and Challenges. Retrieved from <https://www.ibisworld.com/india/cloud-kitchen-industry-report>
20. Harvard Business Review. (2023). The Future of AI in the Food Industry: How Data and Automation Will Shape Cloud Kitchens. Retrieved from <https://hbr.org/2023/ai-food-industry-future>
21. Economic Times. (2024). Quick Commerce and the Shift Towards Ultra-Fast-Food Delivery in India. Retrieved from <https://economictimes.indiatimes.com/industry/quick-commerce-ultrafast-food-delivery>
22. FICCI Report. (2024). Supply Chain Disruptions in the Food Industry: Challenges and Opportunities for Cloud Kitchens. Retrieved from <https://www.ficci.com/research/supply-chain-food-industry>



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  ijirset@gmail.com



www.ijirset.com

Scan to save the contact details