



## MARKET OF CLOUD KITCHEN IN INDIA: A REVIEW

Priya A. Sangole<sup>1</sup> and Seema A. Patekar<sup>2</sup>

<sup>1</sup>D.K. Mahila Mahavidyalaya Kurkheda, Dist. Gadchiroli, Maharashtra

<sup>2</sup>Dharampeth M.P Deo Memorial Science College Nagpur, Maharashtra

\*Corresponding Author: priyanandeshwar.14@gmail.com, seemapatekar82@gmail.com

Communicated : 21.08.2025

Revision : 07.09.2025  
Accepted : 25.09.2025

Published: 15.10.2025

### ABSTRACT:

This study explains cloud kitchen and its various model, in which entrepreneurs can take up business. The researcher states the market of cloud kitchen in India. The cloud kitchen is also known as the virtual kitchen, satellite kitchen, or ghost kitchen. In India cloud kitchen has emerged as a transformative force in the food service sector, driven by changing consumer behaviors, rising digital adoption and evolving business models.

The India cloud kitchen market size was valued at USD 1097.5 Million in 2024. IMARC Group estimate the market to reach USD 3211.7 Million by 2033, exhibiting a CAGR of 12.67% during 2025-2033. South India currently dominates the market, holding a significant market share of over 35% in 2024.

After review of various study finding of cloud kitchens in India have helped revolutionize the food industry by making it more accessible and convenient for consumer and helped to create new job opportunities in the food service sectors but some challenges faced by cloud kitchen in India is high reliance on delivery platforms, operational efficiency and scaling, competition and market saturation.

**Keywords:** *Cloud kitchen, Market of cloud kitchen, Indian cloud kitchen, online food delivery, Food Business.*

### INTRODUCTION :

The concept of the cloud kitchen is still relatively new, with a lesser part of the residents understanding it. Cloud Kitchen is an emerging concept of food delivery from one specific location to every place in the city. It is also known as Satellite kitchen, Ghost kitchen or virtual kitchen. Professionals cook food at a specific location and then deliver it to the mentioned address. (Kartik G. Mundra, 2023) .A cloud kitchen utilizes a commercial kitchen for the purpose of preparing food for delivery or takeout only, with no dine-in customers. Cloud kitchens enable restaurateurs to expand an existing restaurant or start a virtual brand at minimal cost. This provides restaurateurs with the opportunity to scale, explore new markets, or trial new concepts. Many restaurants use cloud kitchens as an experimental space, optimizing staff and inventory while testing new ideas. Customers order online on food delivery apps (such as Grubhub, Doordash, etc.) or

directly from the virtual restaurant via their own app, website, or telephone number. (Megha K. Juvekar)

### Historical Background of Cloud Kitchen

The first cloud kitchen concept started in India was Faasos, founded in 2011 by Jaydeep Barman and Kallol Banerjee, is widely recognized as the first startup to introduce the cloud kitchen model in India. Faasos quickly pivoted to a cloud kitchen model in 2014, realizing the potential of food delivery as a more scalable business. The company focused exclusively on online orders, eliminating the need for high-cost real estate, which marked the beginning of the cloud kitchen revolution in India.

In 2018 Faasos rebranded as rebel foods, further expanding its cloud kitchen model. Rebel foods launched multiple virtual brands under one kitchen, offering diverse cuisine such as Behrouz Biryani, oven story and mandarin oak.

During the year 2016–2019 several cloud kitchen emerged during this period, capitalizing on India’s booming online food delivery market. Kouzina Food Tech, Box8, Fresh Menu and Inner Chef were the key players that followed the cloud kitchen trend. Meanwhile, Zomato and Swiggy the major food delivery platforms began investing heavily in cloud kitchen infrastructure. Swiggy launched its “Swiggy Access” initiative, which offered ready-to-use kitchen spaces to restaurant brands looking to expand without setting up their physical outlets. The COVID-19 pandemic in 2020 later accelerated the adoption of cloud kitchens. As dining out became restricted, cloud kitchens became the go-to model for food businesses. Even established restaurant chains began setting up cloud kitchens to tap into the increasing demand for online food delivery.

#### **Market of Cloud Kitchen**

The global cloud kitchen market size grew from \$56.67 billion in 2022 to \$62.44 billion in 2023 at a compound annual growth rate (CAGR) of 10.2%. The cloud kitchen market size is expected to grow to \$92.52 billion in 2027 at a CAGR of 10.3%. According to various reports, the global food delivery market is projected to reach \$320 billion by 2029 driven by increasing urbanization, changing consumer habits and technological advancements.

The cloud kitchen market includes revenues earned by entities by providing food delivery services, accepting online orders, payment processing services. The market value includes the value of related goods sold by the service provider or included within the service offering. Only goods and services traded between entities or sold to end consumers are included. The market value is defined as the revenues that enterprises gain from the sale of goods and/or services within the specified market and geography through sales, grants, or donations in terms of the currency (in USD, unless otherwise

specified). The independent cloud kitchen segment held the largest revenue share in 2020, accounting for around 60% of the overall market. The trend is expected to continue over the forecast period, thanks to the rising number of standalone brands serving customers from a single location. Independent cloud kitchens primarily target consumers that prefer a single cuisine type and largely depend on third-party channels for delivery. The increasing consumer preference for international cuisines, fast foods, and online ordering is expected to drive the growth of the segment. **(M. Juvekar, 2023)**

The India cloud kitchen market size was valued at USD 1097.5 Million in 2024. IMARC Group estimate the market to reach USD 3211.7 Million by 2033, exhibiting a CAGR of 12.67% during 2025–2033. South India currently dominates the market, holding a significant market share of over 35% in 2024. The rapid urbanization, growing demand for online food delivery services, rising consumer preference for convenience, low operational costs compared to traditional restaurants, expanding digital ecosystem, the rise of food delivery platforms, and evolving culinary trends across metropolitan cities are some of the key factors augmenting India cloud kitchen market share.

#### **India Cloud Kitchen Market Trends**

##### **Changing consumer behavior and demand for convenience**

Changing consumer behavior, particularly in urban centers, is one of the significant emerging India cloud kitchen market trends. Consumers are increasingly embracing the convenience and contactless nature of dining experiences offered by cloud kitchens. In a fast-paced world, there has been a rise in demand for a diverse array of cuisines and dishes that can be swiftly delivered to one’s doorstep. Cloud kitchens, with their agility and focus on delivery, are emerging as a response to this evolving preference. Customers can now access a broad menu of culinary

options from the comfort of their homes, making cloud kitchens an attractive choice. This shift in consumer behavior is reshaping the food industry landscape, emphasizing the significance of adaptability and convenience in meeting the evolving demands of today's diners. As a result, cloud kitchens are experiencing significant traction as a practical solution to cater to these changing preferences and foster a dynamic and thriving market environment.

#### **Rapid digital transformation and online food delivery**

Rapid digital transformation in India cloud kitchen market between 2021 and 2026 approximately INR 14903 Crore. The ongoing proliferation of smartphones and internet connectivity enables ordering food online, making it a common place practice. This digital platform increase in demand for efficient, user – friendly and reliable food delivery platform. Cloud kitchen are seamlessly integrating into this digital ecosystem, capitalizing on the convenience offered by online food delivery using mobile apps and websites, to streamline the ordering process and enhance customer experiences. Digital marketing and data analytics are enabling cloud kitchen to target and engage customers effectively, allowing for menu customization and optimization based on consumer preferences and trends.

#### **Rising demand for cost efficiency and scalability**

Cloud kitchen are an appealing option for aspiring food entrepreneurs and restaurant chains seeking rapid expansion because its reduces the real estate expenses, optimized labor expenditures and lower overhead costs. The elimination of dine-in facilities, prime-location rent and extensive interior décor results in substantial cost savings. Ajay's Café is one of the fastest growing QSR chains in India serving burgers, cold coffees and other snacks at over 178 outlets across 44 cities. The scalability of

cloud kitchen is another key advantage, as they can quickly adapt to changing market trends, customer preferences and seasonal demand fluctuations.

#### **Impact of cloud kitchens in India:**

Cloud kitchens have had a significant impact on India. They have helped revolutionize the food industry by making it more accessible and convenient for consumers. Cloud kitchens have also helped create new job opportunities, especially in the delivery sector.

#### **Challenges faced by cloud kitchens in India:**

- **High Reliance on Delivery Platforms:-** Zomato and Swiggy like third party delivery platforms charge commissions which can eat into their profit margins.

- **Operational Efficiency and Scaling:-**Cloud kitchens offer scalability, managing multiple brands and cuisines from a single kitchen can be operationally challenging.

- **Competition and Market Saturation:-**Cloud kitchens has led to increased competition in the market. Cloud kitchens must invest in branding, customer experience, and unique menu offering to stand out.

#### **CONCLUSION :**

After review of various study findings of cloud kitchens in India have helped revolutionize the food industry by making it more accessible and convenient for consumer and helped to create new job opportunities in the food service sectors. As a result, cost –efficiency and scalability are driving the proliferation of cloud kitchens, shaping the future of the food industry in India.

#### **REFERENCES :**

- Beniwal, T., & Mathur, V. K. (2022) Cloud Kitchens and its impact on the restaurant industry. International Research Journal on Advanced Science Hub, 4, 12.
- Çakmakçı, S.; Polatoğlu, B.; Çakmakçı, R. (2024) Foods of the Future: Challenges,

Opportunities, Trends, and Expectations. *Foods*, 13, 2663. <https://doi.org/10.3390/foods13172663>

G. Nedumaran. Cloud Kitchen-The Next Big Thing inn Future (2023 ) Emerging Trends in Business & Management ISBN: 978-93-94293-14-4

Megha K. Juvekar & Ridhisha Tarkari (2003) A Study Of Upward Growth Trajectory Of Cloud Kitchen Journal Of The Asiatic Society Of Mumbai, ISSN: 0972-0766, Vol. Xcvi, No.20

Mundra Kartik G. (2023) Research Article Unveiling the Culinary Cloud: A Study on the Awareness and Adoption of Cloud Kitchens in Ahmedabad, *International Journal of Contemporary*

*Research in Multidisciplinary*; 2(6): 110-115.

Pravina Kumari, Yadav & Anil Kumar (2024) Cloud Kitchen : The Future of Restaurant Business , *IJNRD* | Volume 9, Issue 7 July | ISSN: 2456-4184 | [IJNRD.ORG](http://IJNRD.ORG)

Shaik Mehnaz, Monali Baskar and Prof. Abhishek Venkteswar. “Cloud Kitchens in India: A Research paper.”, 2021. *International Journal of Current Research*, 13, (05), 17325-17328.

<https://www.kouzinafoodtech.com/blogwhich-startup-first-started-cloud-kitchen-concept-india>

<https://www.imarcgroup.com/india-cloud-kitchen-market>

**Table No. 1**

Report Attribute	Key Statistics
Base Year	2024
Forecast Years	2025-2033
Historical Years	2019-2024
Market Size in 2024	USD 1097.5 Million
Market Forecast in 2033	USD 3211.7 Million