Exploring the Market Potential of Online-Only Vegan Food Delivery Service

[1]Raj Kumar Rai, [2]Parameswaran Unni, [3]Mohammed Rayyan Khan, [4]Raghav Jagetia, [5]Thomas PK

[1]Student, [2]Student, [3]Student, [4]Student, [5]Professor

MBA - Finance,

Jain (Deemed-to-be) University, Bengaluru, India

Abstract - This research paper explores the concept of Vegan Pan, a vegan cloud kitchen supplying its dishes only through an online app. An examination of the literature revealed that there is a sizable market for vegan food items, driven by concerns about the environmental effects of the production and consumption of meat as well as growing knowledge of the health advantages of a plant-based diet. Vegan Pan's business strategy fits with this trend since ghost kitchens have become a more affordable and effective alternative for food entrepreneurs to launch their enterprises. With the expanding market trend toward plant-based diets and the rising popularity of meal delivery services, the study findings show that Vegan Pan's concept has a considerable chance of success. Vegan Pan is well-positioned to capitalize on this trend and satisfy the demands of a rising client base as the market for plant-based food items expands as customers become more health-conscious and ecologically conscientious.

I. INTRODUCTION

A lifestyle choice known as veganism entails avoiding all products that have been produced via the exploitation or brutal treatment of animals. The popularity of this moral decision has grown in recent years as a result of worries about animal welfare, environmental sustainability, and individual health. As a result, there is now a greater demand for vegan food choices, which has given rise to companies like Vegan Pan.

High-quality, plant-based meals are served to clients by Vegan Pan, a vegan cloud kitchen that runs only through an internet app. Commercial kitchen that only provide meals, without a physical location or a dine-in option, are referred to as cloud kitchens, sometimes known as ghost kitchens or virtual kitchens. The foundation of Vegan Pan's business strategy is the rising demand for vegan meals, the practicality of cloud kitchens, and the expanding popularity of food delivery applications.

We shall examine the idea of veganism, the development of cloud kitchens, and the commercial strategy of Vegan Pan in this research paper. We'll look at the causes of veganism's rising acceptance as well as its effects on the environment, animal welfare, and individual health. Also, we will discuss the role of meal delivery applications, the pros and downsides of cloud kitchens, and the market potential for vegan cloud kitchens.

In addition, we'll examine Vegan Pan's business strategy and how it meets consumer demands. We'll look at their extensive menu choices, usage of premium foods, and dedication to sustainability through use of environmentally friendly packaging materials. We will also discuss their marketing plan, which focuses heavily on influencer marketing and social media.

In the conclusion, this study intends to shed light on the expanding veganism trend, the influence of cloud kitchens and meal delivery applications, and the novel business model of Vegan Pan. Entrepreneurs, investors, and customers interested in the vegan food sector and the cloud kitchen market might find this paper to be a useful resource

II. LITERATURE SURVEY

The rise of veganism and the growing demand for plant-based food options has led to the emergence of vegan food businesses, including cloud kitchens like Vegan Pan. In this literature review, we will examine the current state of research on veganism, cloud kitchens, food delivery apps, and the vegan food industry.

Veganism: Avoiding any animal products, such as meat, dairy, eggs, and honey, is part of the vegan lifestyle. According to research, the number of vegetarians and vegans is increasing, with the number of Americans who identify as vegan increasing by 600% between 2014 and 2017(Global Data. (2017)). Concerns about animal welfare, environmental sustainability, and individual health are a few of the factors contributing to this rise. Many health advantages of a vegan diet have been demonstrated by studies, including a decreased risk of chronic illnesses including heart disease, diabetes, and several forms of cancer (MediLexicon International. (n.d.)). Also, because of its smaller carbon imprint and less detrimental effect on the environment, veganism is seen as a more sustainable way of living (Craig, W. J. (2009)).

Cloud Kitchens: Commercial kitchens that only provide meals, without a physical location or a dine-in option, are referred to as cloud kitchens, sometimes known as ghost kitchens or virtual kitchens. The increased popularity of meal delivery services and the convenience they provide to clients have been major factors in the growth of cloud kitchens. Also, using cloud kitchens enables cheaper overhead expenses and more effective use of cooking space.

According to research, cloud kitchens have the potential to upend the status quo of the restaurant business since they decrease the entry barrier for start-up food enterprises and enable a more flexible and agile model of food delivery (Scarborough, P., Appleby, P. N., Mizdrak, A., Briggs, A. D., Travis, R. C., Bradbury, K. E., & Key, T. J. (2014)). But there are also worries about how cloud kitchens may affect nearby communities as well as the possibility of more traffic and congestion in the regions where they operate.

Food Delivery Apps: In recent years, food delivery apps have grown in popularity, led by businesses like Swiggy, Zomato, Grubhub, and DoorDash. Customers can now order meals from a range of restaurants more easily and conveniently thanks to these applications, which have completely changed the food delivery market.

Food delivery apps have a huge influence on the restaurant sector, according to research, with some establishments stating that up to 30% of their revenue comes from delivery orders (Euromonitor International. (2019)). Yet, there are also worries about how these applications may affect restaurant revenue and delivery driver working conditions.

Vegan Food Industry: The plant-based food market has seen substantial growth in recent years as more businesses start to provide vegan choices. The market for vegan food was estimated to be worth $14.2 billion globally in 2018 and is expected to increase to $31.4 billion by 2026 (Stone, B. (2019)). Growing demand for plant-based foods, as well as growing concerns about animal welfare and environmental sustainability, have all contributed to the growth of the vegan food sector.

According to research, the vegan food business has the potential to develop significantly as consumers turn more and more to sustainable and healthful eating alternatives (Meticulous Research. (2019)). Cloud kitchens and meal delivery apps have given vegan food entrepreneurs new ways to contact consumers and diversify their product options.

In conclusion, research on veganism, cloud kitchens, food delivery services, and the vegan food sector offers important insights into the variables influencing the expansion of Vegan Pan and other companies of a similar kind. Entrepreneurs and investors may assess the likelihood of success in the vegan food sector and the cloud kitchen market by knowing these trends and developments

III. RESEARCH OBJECTIVES

(1)   To explore the market demand and potential for vegan food products in the food industry.

(2)   To investigate the health benefits and environmental impact associated with veganism.

(3)   To examine the emergence of ghost kitchens and their potential for success in the food industry.

(4)   To analyze the business model and operations of Vegan Pan, a vegan cloud kitchen supplying their dishes only through an online app.

(5)   To evaluate the potential for success and market viability of Vegan Pan's concept in the current food industry landscape.

IV. FINDINGS:

According to the study's results, there is a rising demand for vegan food items, with the industry expected to expand to $31.4 billion by 2026. Concerns about the environmental effects of the production and consumption of meat, as well as growing knowledge of the health benefits associated with plant-based diets, are what are driving this movement.

Studies has also shown that a vegan diet is good for your health, lowering your chance of developing conditions like diabetes, heart disease, and several types of cancer. Also, compared to meat-based diets, veganism has been determined to have a reduced carbon impact, promoting a more sustainable food system.

With the advent of "ghost kitchens," food entrepreneurs now have an affordable and successful method to launch their enterprises without the requirement for a physical location. This fits with Vegan Pan's business plan, which is to run as a cloud kitchen and solely provide their meals via an internet app.

Based on the results of the research, it appears that Vegan Pan, a vegan cloud kitchen that exclusively offers its meals through an online app, is a creative idea that fits with the expanding popularity of plant-based diets and food delivery services. According to the literature assessment, there is a sizable market demand for vegan food items, and by 2026, the worldwide vegan food industry is predicted to reach $31.4 billion.

A decreased risk of chronic illnesses including heart disease, diabetes, and several malignancies has also been linked to veganism's positive effects on health. The negative effects of meat production and consumption on the environment have also been brought up, and vegan diets have been determined to have smaller carbon footprints than meat-based diets.

In addition, the rise of ghost kitchens—only-for-delivery restaurants—has given food entrepreneurs an affordable and effective option to launch their enterprises without the necessity for a physical storefront. This fits with Vegan Pan's business plan, which is to run as a cloud kitchen and solely provide their meals via an internet app.

The findings suggest that Vegan Pan's concept has significant potential for success, particularly given the increasing demand for plant-based food products and the growing popularity of food delivery services. By offering a diverse range of vegan dishes through their online app, Vegan Pan is well-positioned to tap into this growing market trend and meet the needs of health-conscious and environmentally-conscious consumers.

V. CONCLUSIONS

This research report examined the idea of Vegan Pan, a vegan cloud kitchen that solely provides its meals via an internet app. The study discovered through a review of the literature that there is a large market demand for vegan food items, driven by growing knowledge of the health advantages of a plant-based diet and worries about the environmental effects of the production and consumption of meat.

With the rise of ghost kitchens, food entrepreneurs now have a more affordable and effective option to launch their businesses. Vegan Pan's business strategy, which uses a cloud kitchen, is in line with this trend. With the expanding market trend towards plant-based diets and the rising popularity of meal delivery services, the study findings show that Vegan Pan's concept has a considerable chance of success.

In conclusion, the research indicates the potential for success in the present food market landscape and supports the feasibility of Vegan Pan's business strategy. Vegan Pan is well-positioned to capitalise on this trend and satisfy the demands of a rising client base as the market for plant-based food items expands as customers become more health-conscious and ecologically conscientious.

VI. REFERENCES

[1] GlobalData. (2017). Veganism in the US 2017. Retrieved from https://www.just-food.com/analysis/veganism-in-the-us-2017_id136078.aspx

[2] MediLexicon International. (n.d.). Vegan vs. Vegetarian: Differences, benefits, and which is healthier. Medical News Today. Retrieved April 5, 2023, from https://www.medicalnewstoday.com/articles/325478

[3] Craig, W. J. (2009). Health effects of vegan diets. The American Journal of Clinical Nutrition, 89(5), 1627S-1633S.

[4] Scarborough, P., Appleby, P. N., Mizdrak, A., Briggs, A. D., Travis, R. C., Bradbury, K. E., & Key, T. J. (2014). Dietary greenhouse gas emissions of meat-eaters, fish-eaters, vegetarians and vegans in the UK. Climatic Change, 125(2), 179-192.

[5] Euromonitor International. (2019). Ghost Kitchens: The Future of Restaurants? Retrieved from https://blog.euromonitor.com/ghost-kitchens-the-future-of-restaurants/

[6] Stone, B. (2019). The Food Delivery Industry Is Booming. Will It Eat Itself? Retrieved from https://www.nytimes.com/2019/03/22/style/food-delivery-apps-uber-postmates-doordash.html

[7] Meticulous Research. (2019). Vegan Food Market Worth $31.4 Billion by 2026 - Exclusive Report by Meticulous Research®. Retrieved from https://www.prnewswire.com/news-releases/vegan-food-market-worth-31-4-billion-by-2026--exclusive-report-by-meticulous-research-300952685.html

[8] Smithers, R. (2018). Veganism becomes mainstream as food retailers increase options. The Guardian. Retrieved from https://www.theguardian.com/lifeandstyle/2018/nov/19/veganism-mainstream-food-retailers-plant-based-options