

Ghost Kitchens, Virtual Restaurants, and a Delivery-Optimised Future

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Mapping key next steps for the food industry

SIZING THE POTENTIAL FOR GHOST KITCHENS

On-demand delivery is changing the entire food and drink industry

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Lower prices for delivery could drive sea change in eating habits

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Ghost kitchen operators add takeaway, food court concepts

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IFood’s Loop targets the commodity lunch

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Latin American context boosts delivery beyond pandemic

Decentralisation creates opportunities in mid-sized cities

Traffic, congestion in cities drives ghost kitchen growth

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Rappi and Muncher partnership allows quick geographic expansion

PedidosYa grows through its own private label virtual brands

Packaged food players roll out pop-up ghost kitchens

Key Takeaways

Mapping key next steps for the food industry

Expanding delivery forces soft drinks brands to rethink sales models

Ghost kitchens will force new beverage business models

Distributed “food factories” could reshape cities

New omnichannel brands plot new path-to-purchase

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Key takeaways

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