

Uber Eats : Expanding Beyond Food- Case Study

November 2024

At a glance

Uber Eats in South Africa is expanding its services beyond food to include non-food items such as comfort clothing to meet growing consumer demand.

Key metrics

As Uber Eats continues to expand its offerings beyond food in South Africa, it's important to track the **platform's growth** and impact in the market. Key metrics will help gauge the success of this shift, and the **overall impact of the gig economy in the region**.

 **2MILLION**
Deliveries per month

 **< 30%**
Market Share

WageIndicator



WageIndicator Foundation



wageindicator.org



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CHALLENGES

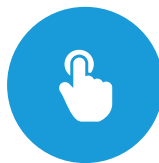


Expanding Uber Eats in South Africa to include non-food items presents a number of challenges. Operating costs increase due to the need for additional logistics and partnerships with non-food retailers. There are also supply chain complexities, as handling different goods requires different processes than food delivery.

SOLUTIONS



Uber Eats uses innovative strategies to ensure smooth delivery of a diverse range of products and to meet the evolving needs of South African consumers. Here are some of the solutions:



Advanced Logistics



Service Diversification



Partnership Expansion

BENEFITS



Consumer Convenience

1

Offering **both food and non-food items** on the same platform provides greater convenience for consumers, making Uber Eats a one-stop-shop for various needs.

2

Job Creation

This expansion creates additional gig work opportunities for delivery drivers and support roles, strengthening the gig economy in South Africa.

3

Increased Revenue Streams

By expanding beyond food, Uber Eats is tapping into the growing online retail market and opening up new revenue opportunities.