

MaddyFeed: Everything you need to know about the online food distribution boom

Every week, Maddyness curates articles from other outlets on a topic that is driving the headlines. This week, we're talking about the rise in demand for online food delivery and distribution services, and just how these companies are tapping into other consumer spaces.

Temps de lecture : minute

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Gorillas set to raise hundreds of millions

Grocery delivery app, Gorillas is set to raise hundreds of millions in a deal that is close to being finalised. US food delivery group DoorDash has indicated interest in making a significant stake.

The news comes as food and grocery delivery companies have raised billions in venture capital collectively within the last 18 months. The ongoing interest of global delivery and ride-hailing giants in startups indicates that the rapid growth in ordering food online is only set to continue as face-to-face services reopen.

The interest of US based brands in UK and European-based startups is growing as these companies are seeking to carve out a stake in Europe. US delivery app, GoPuff, has recently bought UK-based startup, Fancy and is reported to be making a similar move towards London-based fast grocery delivery startup, Dija.

The reported investment in Gorillas comes on the back of acquisitions of poor working conditions and unnecessary dismissals within the startup. Read more via [The FT](#).

Bolt raises €600M to drive 'Super App'

Rapid mobility and delivery startup, Bolt, has recently raised €600M in a round led by Sequoia Capital. The investment now brings the company's valuation to over €4B.

The services currently offered by the app range from ride-sharing, scooter and bike rentals and food deliveries. With the investment, the startup is now set to brand itself as a 'super app' for transport and deliveries across Europe, accelerating the expansion of the company's existing services, such as the recently launched grocery delivery service with Bolt Market.

The company faces competition within both the ride-hailing and food delivery sector from Deliveroo and Uber. According to the company, Bolt now has 75M customers across the markets it is live in. Read more via [Forbes](#) and this week's [MaddyMoney](#).

Here's some ☑ very ☑ exciting ☑ news!

We're over-the-moon-happy to announce that we've closed a €600M funding round, increasing Bolt's valuation to more than €4B.

Read more about what we plan to do with these funds! ☑<https://t.co/duTizz99Tp>

— Bolt (@boltapp) [August 2, 2021](#)

What can healthtechs learn from food deliveries?

It's not just growing consumer demand for online delivery services that has meant food distribution startups have become so successful in the last year. Their respective business models also fuel this popularity. Startups such as Gorillas and Dija use a full stack approach, meaning the company controls all stages of the service, from ordering, browsing, stocking and delivery. Customers are attracted to end-to-end companies as a result of the transparency of the service.

Among the highest-ranking healthcare services in the world, healthtechs across the UK and Europe could learn from the end-to-end model to improve patient experiences. A full-stack approach would mean data rich records would be consolidated in one place, allowing clinicians to respond imminently. Evidence also suggests the model would improve flexible working hours for healthcare professionals through digital solutions and provide a personalised and transparent experience for patients. Read more via [Sifted.eu](https://www.sifted.eu).

Delivery services offer vaccine deals

Food distribution services are supporting healthcare initiatives in other ways. Delivery apps Bolt, Deliveroo, Uber and Pizza Pilgrims are now backing the UK's vaccination roll out, offering discounted rates to young people come forward to get the vaccine.

The initiative announced this week by the Department of Health is designed to boost the vaccination rate among young adults as the UK drives forward with the vaccination programme, aiming to inoculate as many people as possible before the colder Autumn months. Read more via [The Independent](https://www.independent.co.uk).

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