

# From Competition to Consolidation – How Uber’s Acquisition of Foodpanda Transforms the Asian Food Delivery Market

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*This case study analyzes Uber Technologies Inc.’s \$1.25 bn acquisition of Foodpanda’s operations in Taiwan, Hong Kong, and Southeast Asia, emphasizing key strategic management, competitive, and digital platform economic issues. The deal marked a significant consolidation in Asia’s crowded food delivery market, allowing Uber Eats to leapfrog into a leadership position in critical markets like Taiwan. It reflects a broader shift from aggressive, loss-driven expansion toward sustainable profitability and scale. Strategically, the acquisition underscores Uber’s pivot under CEO Dara Khosrowshahi, who prioritized operational efficiency and disciplined market selection. The case reveals intense competitive pressures, high customer acquisition costs, and the necessity for scale in maturing platform economies. It also delves into growing regulatory scrutiny of gig economy labor and antitrust concerns in emerging Asian markets. This case offers insights into how global firms strategically adapt to structural market shifts, regulatory constraints, and financial pressures while seeking long-term viability in platform-based industries.*

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