

## Report Information

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# Meal Kit Delivery Services Market Research Report - Forecast till 2030

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## Description:

### Global Meal Kit Delivery Services Market Overview

Meal Kit Delivery Services Market Size was valued at USD 15498.6 million in 2021. The meal kit delivery services market industry is projected to grow from USD 18241.85 million in 2022 to USD 57082.65 million by 2030, exhibiting a compound annual growth rate (CAGR) of 17.70% during the forecast period (2022 - 2030). Rising interest in ready-to-eat foods worldwide and The advantages of cooking your meals are driving the rising product preference. Are the key market drivers enhancing market growth.

Meal Kit Delivery Services Market Overview

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

### Meal Kit Delivery Services Market Trends

- **Expansion of the online food delivery industry will boost the market growth**

Consumer interest in the heat-and-eat market has been growing in the United States due to various delivery services introducing single and multiple servings for customers. For instance, dining out is cheaper than eating at home. Additionally, compared to takeout and home delivery services, cooked dinners save more time because of the product's accessibility. Home cooking also allows one complete control over the items they desire to use, which is beneficial for those who have food allergies or are attempting to avoid particular substances.

### Figure 1: Online delivery platforms vs. Restaurant Direct (2015-2021)

Online delivery platforms vs. Restaurant Direct

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

In an April 2020 HUNTER study, 54% of American consumers said they cook more regularly than they did previously, while 22% said they order prepared meal kits more frequently. More people are choosing to eat at home rather than out. Both millennials and baby boomers are choosing more frequently to order in or remain in a while, saving money on dining out. Additionally, consumers are dining out less frequently and preferring to stay home. The views and habits of the two major generational groups—baby boomers and millennials—are among the important elements causing this transformation.

Although baby boomers are now fewer in number than millennials, they still make up a sizable portion of the population, and their habits have a big impact on the home cooking industry. Meal kit delivery services are the perfect answer because pre-planning meals greatly lower food waste. Since each portion is pre-measured, meal kits provide the necessary components to cook a meal. Many delivery services provide larger amounts, including the number of calories and other nutritional facts per portion.

However, from 2022 to 2030, the market for meal kit delivery services is anticipated to grow at a quicker CAGR of 17.8% for the heat and eat category. Customers of meal kit delivery services receive meals cooked by chefs. Customers may either choose their ingredients for the cuisine or use one of the recipes already posted on the website. Due to the convenience and accessibility of the items, these kits are becoming more and more popular worldwide. For instance, Freshly Inc. provides bespoke meals and its trademark collection, including dishes like Traditional Beef Stew and Dijon Pork Chop. These prepared foods typically have a shelf life of 3-5 days in the refrigerator and need 5–15 minutes to heat and serve.

Therefore, the quick move toward healthy homemade food habits has increased the market CAGR by

in recent years. In developed economies like Europe and North America, the demand for Meal Kit Delivery Services Market is anticipated to increase due to the demand for healthy food. The income from the meal kit delivery services market revenue is anticipated to be greatly influenced by creative packaging.

### **Meal Kit Delivery Services Market Segment Insights**

#### **Meal Kit Delivery Services Food Type Insights**

The meal kit delivery services market segmentation, based on food type, includes ready-to-cook and ready-to-eat. In the study period, it is anticipated that the ready-to-eat food-type meals would keep the leading position by producing the most meal kit delivery services market revenue. In 2021, the ready-to-cook market category held more than 60.7% of the overall market share. The category is anticipated to maintain its market dominance during the projection period. Compared to the traditional cooking procedure, the section has helped save time. The heat-and-eat category, however, is anticipated to rise at a CAGR of 17.8% from 2022 to 2030. The market is growing in popularity since items are readily available.

#### **Meal Kit Delivery Services Serving Type Insights**

The meal kit delivery services market segmentation, based on serving type, includes one, two, four, and others. The serving size is always based on how many subscribers the meal kit delivery service expects to serve to fulfill their needs. With almost 57.8% of the market share in 2021, the single-delivery service category dominated. The majority of the end consumers in the single services group are young people. For bachelors remaining away from home due to limited money balance, the single service segment is practical and reasonably priced. Additionally, millennials' need for nutritious eating fuels market growth.

#### **Meal Kit Delivery Services Distribution Channel Type Insights**

The meal kit delivery services market data, based on distribution channel type, includes store and non-store. The non-store-based distribution channel category is anticipated to develop significantly in the current situation, resulting in a greater Market Share over the assessment period. With a 63.2% market revenue share in 2021, the non-store category was the greatest contributor. Over time, the established internet platforms have experienced remarkable growth in the meal kit delivery services industry. The category is growing mostly due to the flexibility of service providers' operating hours, on-time delivery, and the abundance of dining options.

**Figure 2: Meal Kit Delivery Services Market by Distribution Channel, 2021 & 2030 (USD Million)**

**Meal Kit Delivery Services Market by Distribution Channel, 2021 & 2030**

**Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review**

#### **Meal Kit Delivery Services Market Regional Insights**

By region, the study provides market insights into North America, Europe, Asia-Pacific, and the Rest of the World. Asia-Pacific meal kit delivery services market accounted for USD 7098.35 million in 2021 and is expected to exhibit a significant CAGR growth during the study period. From 2022 to 2030, the market for meal kit delivery services in Asia-Pacific is anticipated to grow at a meal kit delivery services market CAGR of 45.80%. Due to the product's ease and freshness, the market is anticipated to experience phenomenal growth. The Region's growing population of time-constrained clients has driven the need for these delivery services. The main markets in the area are China, Japan, and South Korea. Additionally, COVID-19 has raised consumer interest in and demand for home-cooked meals across the country. Nations drive the market for vegetarian and vegan meal kits like Australia, Japan, China, Singapore, Sri Lanka, South Korea, and India.

Further, the major countries studied in the meal kit delivery services market report are The U.S., Canada, Germany, France, the U.K., Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

**Figure 3: Meal Kit Delivery Services, by Region type, 2021 & 2030 (USD Million)**

**Meal Kit Delivery Services, by Region type, 2021 & 2030**

**Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review**

North America meal kit delivery services market controlled the majority of the share in the market. Many customers buy these kits in the area since they save time and effort. The product has evolved into a cheaper and healthier substitute for pre-cooked meal products offered by restaurants, delivery services, and retail outlets. During the COVID-19 epidemic, businesses like Blue Apron and Sun Basket have seen a substantial spike in product demand as consumers believe it is safer to eat home-cooked meals. Blue Apron saw a surge in demand for their meal packages in March 2020, partly caused by alterations in customer behavior in reaction to the COVID-19 outbreak. Moreover, the US meal kit delivery services market held the largest market share, and the Canada meal kit delivery services market was the fastest growing market in this region.

Europe's meal kit delivery services market accounts for the second-largest market share. The large percentage of health-conscious consumers and the growing use of packaged meals are anticipated to be major driving forces behind the development of the provincial market throughout the

anticipated period. Over the predicted period, the rapidly expanding online penetration has been a major factor in the growth of meal delivery kits. The meal delivery industry saw significant growth and is anticipated to continue to do so during the projected period (2022-2032). Moreover, the German meal kit delivery services market held the largest market share, and the U.K. meal kit delivery services market was the fastest growing market in this region.

#### Recent Development

**On Dec. 28, 2022**, Intelligent Foods, a healthy meal and supplement solutions manufacturer, announced the acquisition of Gobble, a popular 15-minute meal kit service provider. The deal will enable Intelligent Foods to diversify its offerings and expand its reach in the US market comprising over 40 million households, uniting the industry-leading premium meal delivery services, Gobble and Sunbasket, under the Intelligent Foods umbrella. This acquisition aligns with Intelligent Foods' business strategy to lead the D2C food and meal solutions market.

**On Nov.10, 2021**, Canadian meal kit leader, Goodfood Market Corp., announced adding a one-hour grocery delivery feature to its menu, aiming at a much bigger online groceries market. The pandemic helped popularize the company's meal-kit business in Canada, escalating its sales to \$ 100 million revenue per quarter. The move aligns with the company's strategy to expand beyond meal kits and compete directly with Canadian giants in the fast-growing food retailing segment.

**On Sept. 02, 2021**, FRESH PREP, a Vancouver-based startup, announced that it has raised a \$21 million series B funding round to explore possibilities to expand the reach of its meal kits to new markets. The company aims to expand its meal kit delivery service to new geographic markets. The meal kit delivery startup plans to use this funding to expand its team, invest in automation & new products, and bring its solution to new markets.

**On Jul. 28, 2021**, HelloFresh SE, a world-leading meal-kit company, announced adding private label grocery to its meal-kit service. The online meal-kit provider is adding a market for American shoppers to purchase add-on private brand's pantry items and ready-to-heat foods. The company aims to take its delivery meal-kit service to a new level, offering a mix of private labels, branded pantry items, and more in HelloFresh Market, an online store.

**On Jun.03, 2021**, The Very Good Food Company Inc., a leading plant-based food technology company, announced a partnership with Fresh Prep, a Vancouver-based homegrown meal kit company. The move enables the company to enter North America's food service industry and add its innovative plant-based food products to Fresh Prep's extensive menu of recipes & meal kits.

#### Meal Kit Delivery Services Market Key Market Players & Competitive Insights

Major market companies are spending a lot of money on R&D to diversify their product lines, propelling the industry's further expansion. Market participants for meal kit delivery services participate in strategic activities to increase their presence with significant industry changes, including new key market developments, contractual agreements, mergers and acquisitions, increased investments, and collaboration with other organizations. Businesses in the meal kit delivery services industry must offer reasonably priced items if they want to expand and prosper in an environment where competition is severe and market growth for meal kit delivery services is accelerating.

One of the primary business strategies manufacturers utilize in the meal kit delivery services industry to serve customers and expand the market sector is local manufacturing to reduce operational costs. Recent developments in the meal kit delivery services industry sector have provided some of the most significant benefits for medicine. The meal kit delivery services market major players such as Gousto (U.K.), Home Chef (the US), PeachDish (the U.S.), Sun Basket (the U.S.), ButcherBox (the U.S.), Blue Apron, LLC (the U.S.), Purple Carrot (the U.S.), Marley Spoon Inc. (Germany), HelloFresh (Germany), Plated (the U.S.).

Berlin, Germany-based HelloFresh SE is a publicly listed meal kit business. It is the biggest U.S. supplier of meal kits and also has operations in Europe, Australia, Canada, New Zealand, and Japan. Recently, the HELLO FRESH Group bought the Ready-to-Eat Meal Company, Factor75, Youfoodz, and Green Chef. This was done to increase its penetration in Australia, the U.K., and the U.S.

The Asian food delivery service Fantuan Delivery intends to establish a presence in Australia, beginning with its operations in Melbourne and Sydney. The Fantuan Delivery App, which is accessible on iOS and Android, now offers food delivery and pickup services to Australians.

#### Key Companies in the Meal Kit Delivery Services Market include

- Gousto (U.K.)
- Home Chef (the US)
- PeachDish (the US)
- Sun Basket (the U.S.)
- ButcherBox (the U.S.)
- Blue Apron
- LLC (the U.S.)
- Purple Carrot (the U.S.)
- Marley Spoon Inc. (Germany)

- HelloFresh (Germany)
- Plated (the U.S.)

## **Meal Kit Delivery Services Market Industry Developments**

- **August 2021:** To satisfy consumers' ongoing demand for variety, nutrition, plant-based meal options, taste, and convenience, Freshly Inc. introduced its first-ever plant-based prepared meals line, "Purely Plant," which includes six new meals with plant-based proteins made with clean, whole-food ingredients. Without any preparation, meals may be prepared and served in three minutes.
- **November 2020:** Factor75, LLC was purchased by HelloFresh for USD 277 million. The acquisition improved HelloFresh's position in the American market and broadened its customer base.
- **October 2020:** Freshly Inc. was purchased by Nestlé for USD 950 million. In addition to increasing Freshly Inc.'s development prospects, this acquisition gave Nestlé access to the rapidly expanding U.S. market.

## **Meal Kit Delivery Services Market Segmentation**

### **Meal Kit Delivery Services Food Type Outlook**

- Ready-To-Cook
- Ready-To-Eat

### **Meal Kit Delivery Services Serving Outlook**

- One
- Two
- Four
- Others

### **Meal Kit Delivery Services Distribution Outlook**

- Store
- Non-Store

### **Meal Kit Delivery Services Regional Outlook**

- North America
  - US
  - Canada
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Spain
  - Rest of Europe

- Asia-Pacific
  - China
  - Japan
  - India
  - Australia
  - South Korea
  - Australia
  - Rest of Asia-Pacific
- Rest of the World
  - Middle East
  - Africa
  - Latin America

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