

The US Meal Kit Market: Size, Trends & Forecasts (2017-2021)

August 2017



The US Meal Kit Market Report

Scope of the Report

The report entitled “The US Meal Kit Market: Size, Trends & Forecasts (2017-2021)”, provides analysis of the US meal kit market, with detailed analysis of market size and growth, and segmentation of the industry. The analysis of the US meal kit market includes the market by value and by segments.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall the US meal kit market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Blue Apron, HelloFresh, Plated and Home Chef are some of the key players operating in the US meal kit market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

Company Coverage

Blue Apron
HelloFresh
Plated
Home Chef

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Executive Summary

Food is an vital part of living things life that delivers energy and nutrition to grow and develop, help to be healthy and active, to move, work, play, think and learn. The food is characterized into various groups namely; vegetables, fruits, grains, dairy and protein.

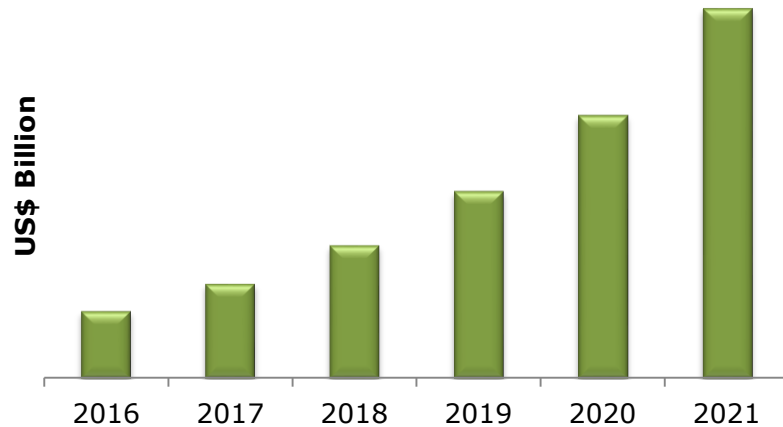
An eating event that occurs at a explicit time and includes specific prepared food is termed as meal. Meals are mainly prepared at homes, restaurants, and cafeterias. The food preparation, including cooking generally requires assortment, amount and combination of ingredients in an ordered or sequenced procedure so as to achieve desired dish.

The meal planning and preparation can be taken place through different sources or medium namely, Meal Kit, a subscription service that delivers customers food ingredients and recipes for them to prepare their own fresh meals; Food On Demand: Prepared Food, defined as the delivery of cooked food on the demand of customers and Food On Demand: Groceries, a process to deliver groceries at customers' door steps.

The US meal kit market is expected to increase at high growth rates during the forecasted period (2017-2021). The US meal kit market is supported by various growth drivers, increasing urban population, increasing employment, more customization in food, increasing disposable income, etc. The future trends such as flexible meal kit subscription, augmented food transparency, increasing millennial population, etc. escalate the US meal kit market. Some challenges that hinder the growth are increasing food prices, uncertain economic situations and food security issues, etc.

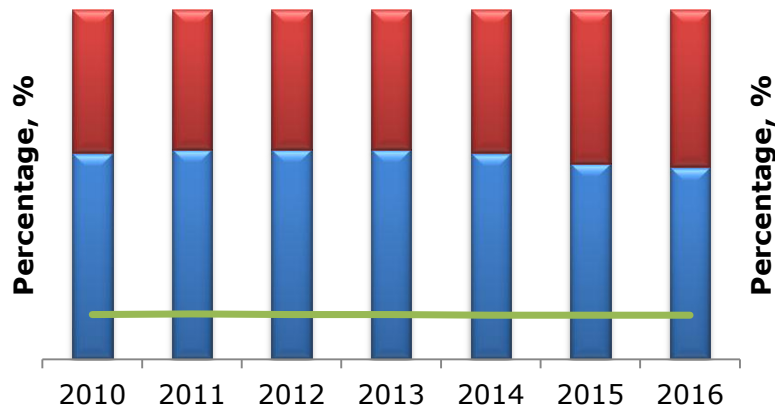
The US Meal Kit Market Overview

The US Meal Kit Market by Value; 2016-2021 (US\$ Billion)

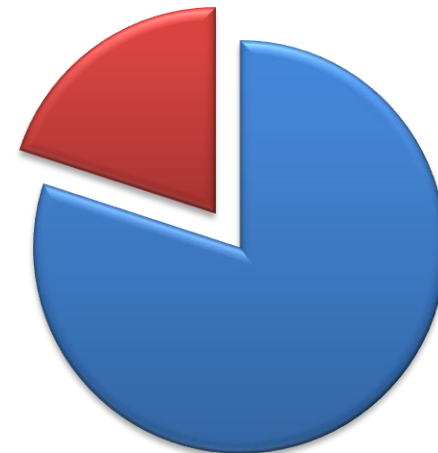


The US meal kit market is expected to increase at a CAGR of ...% over the years 2017-2021, to reach US\$.... billion in 2021, as compared to US\$... billion in 2016. In 2016, food spend "at home" was ...%, as compared to food spend "away from home" with%.

The US Total Food Spend by Segments; 2010-2016 (Percentage, %)

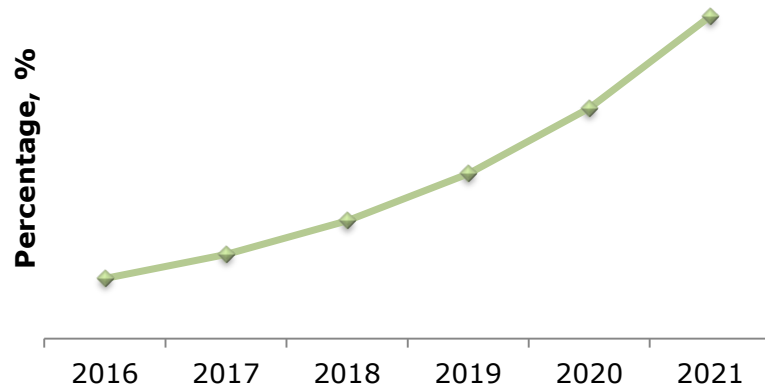


The US Meal Kit Market by Revenue Contribution; 2016

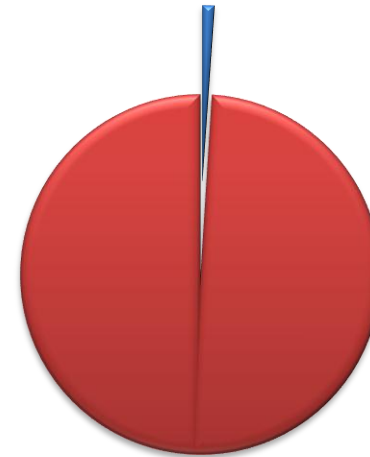


The US Meal Kit Market Segments Overview

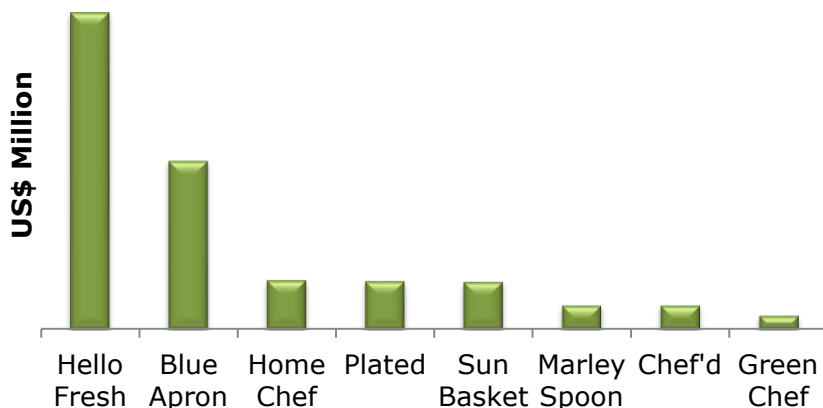
The US Meal Kit Market (Revenue) by Penetration in Total Meal Kit Addressable Market; 2016-2021 (Percentage, %)



The US Meal Kit Market by Penetration in Grocery Market; 2017



The US Meal Kit Market by Venture Funding; 2016 (US\$ Million)



The penetration rate of meal kit market (revenue) in total US meal kit addressable market was% in 2016. The penetration rate is anticipated to increase to% in 2021 as compared to% in 2017. The maximum venture funding of US\$... million was recorded by Hello Fresh in 2016, followed by Blue Apron with US\$... million funding in 2016.