

Global Meal Kit Market: Analysis By Meal Type (Non Vegetarian, Vegetarian and Vegan), By Offering Type (Cook and Eat & Heat and Eat), By Distribution Channel (Online, Supermarket, Convenience Stores and Others), By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2029

February 2024



Global Meal Kit Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Meal Kit Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Meal Kit Market: Analysis By Meal Type (Non Vegetarian, Vegetarian and Vegan), By Offering Type (Cook and Eat & Heat and Eat), By Distribution Channel (Online, Supermarket, Convenience Stores and Others), By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2029
Coverage	Global and Regional
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2024-2029
Competition in the Market	Fragmented
Key Players	HelloFresh SE, Marley Spoon SE, Blue Apron Holdings, Inc., Home Chef, FreshDirect, Fresh N Lean, Green Chef, The Purple Carrot, Gousto, Sunbasket, Gobble and Dinnerly

Global Meal Kit Market: Coverage

Executive Summary

A Meal Kit is a subscription service in which the company sends the customer pre-portioned or partially prepared food ingredients and recipes. The customer must then prepare the food themselves at home. Further, these products are delivered to the customer at a regular interval such as weekend or month. The global meal-kit market represents the online order and delivery of a recipe kit that includes fresh ingredients ready to be prepared, sent directly to the consumer. Global meal kit market in 2023 was valued at US\$17.44 billion. The market value is expected to reach US\$38.81 billion by 2029, growing at a CAGR of 14.26% during the forecast period of 2024-2029.

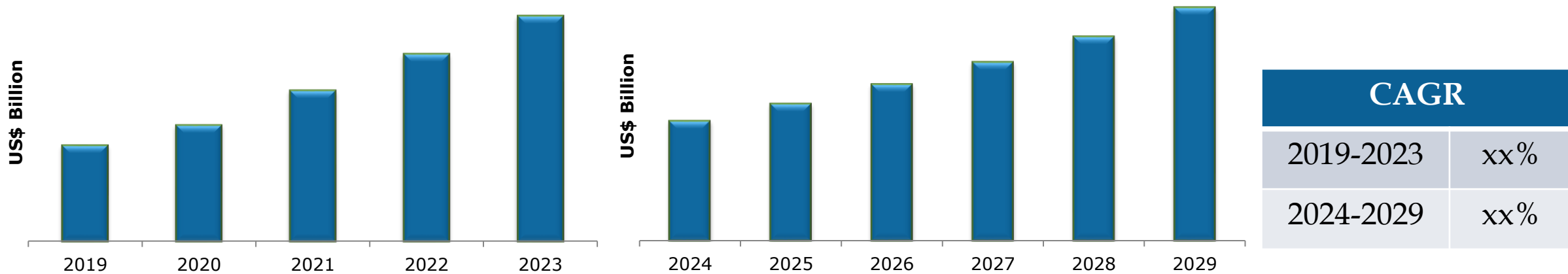
Global meal kit market can be segmented based on Meal Type (Non Vegetarian, Vegetarian and Vegan); Offering Type (Cook and Eat & Heat and Eat); and Distribution Channel (Online, Supermarket, Convenience Stores and Others). Non Vegetarian segment held majority of the market share in 2023, as protein and vitamins and minerals such as A, B6, B12, niacin, and thiamine in meat, make it attractive for consumers who want to include lean protein in their diets. North America is leading global meal kit market by occupying majority of the market share.

The impact of COVID-19 on the meal kit market was positive. Since almost all hotels, restaurants, and eateries were closed around the world due to the COVID-19 pandemic, the market had a great chance to expand. As a result of people's increased health-consciousness and increased focus on healthy eating to boost immunity and maintain a well-balanced diet, a rapid rise in the number of people seeking easy, healthy meals became available. Whereas, the increased demand initially benefited the meal kit industry, some companies faced financial challenges due to increased competition, rising costs, and the need for continuous innovation. The long-term financial impact varied among companies.

Global meal kit market has increased in 2023. The projections are made that the market would rise in the next five years i.e. 2024-2029 tremendously. Global meal kit market is expected to increase due to rapid urbanization, increasing e-commerce, growing number of working professionals, amplified disposable income, economical solutions & diverse offerings, extended delivery services, etc. Yet the market faces some challenges such as logistical complexities, high cost, risk of low food quality, etc. Moreover, the market growth would succeed to various market trends like, subscription models, embracing eco-friendly practices like veganism, customized meal kits, organic products, growing popularity of RTE meal kits, etc.

Meal Kit Market: Global Analysis

Global Meal Kit Market by Value



Global Meal Kit market valued at US\$... billion in 2023, increased as compared to US\$... billion in 2022. Global Meal Kit market is anticipated to reach up to US\$... billion by 2029, at a CAGR of%, from US\$... billion in 2024.

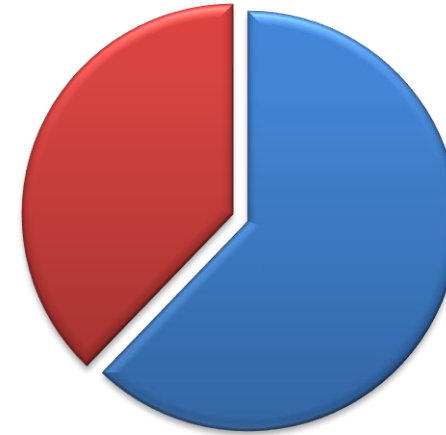
Meal Kit Market: Global Analysis

Global Meal Kit Market by Meal Type; 2023



Meal Type	Share
Non Vegetarian	xx%
Vegetarian	xx%
Vegan	xx%

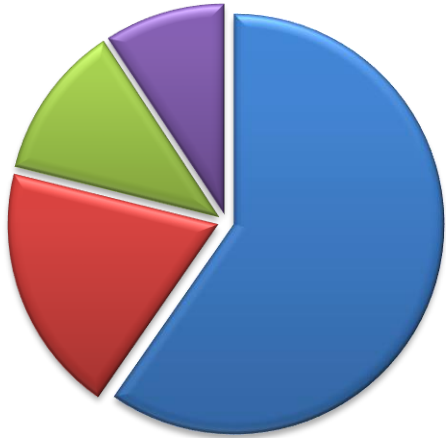
Global Meal Kit Market by Offering Type; 2023



Offering Type	Share
Cook and Eat	xx%
Heat and Eat	xx%

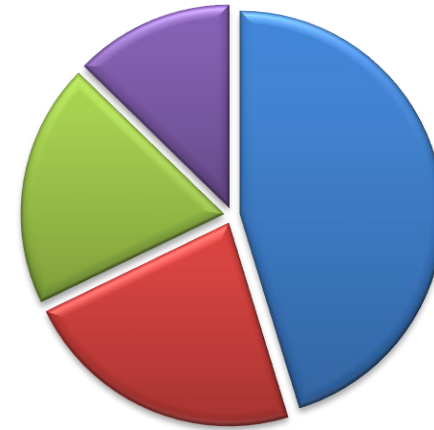
Meal Kit Market: Global Analysis

Global Meal Kit Market by Distribution Channel; 2023



Distribution Channel	Share
Online	xx%
Supermarket	xx%
Convenience Stores	xx%
Others	xx%

Global Meal Kit Market by Region; 2023

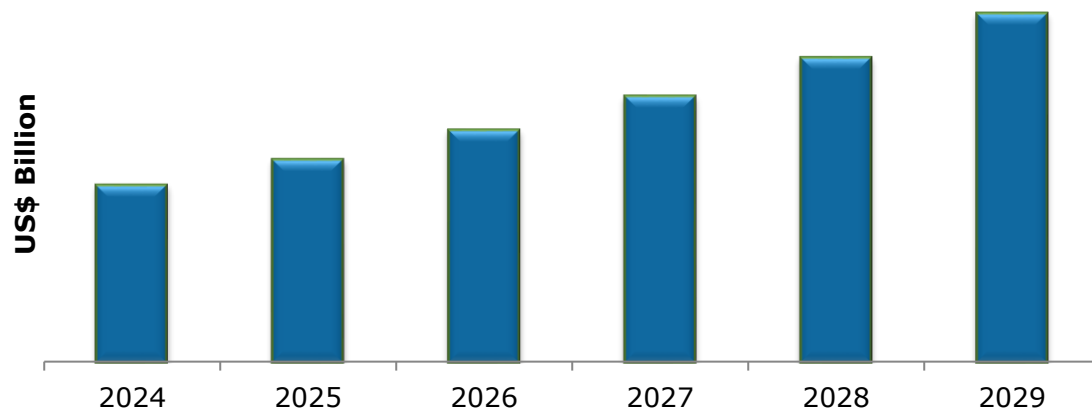


Regions	Share
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

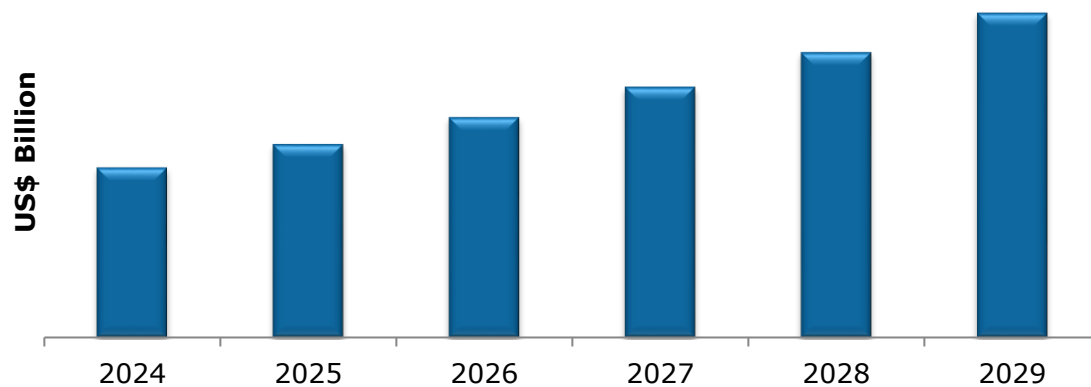


Global Meal Kit Market: Meal Type Analysis

Global Non Vegetarian Meal Kit Market by Value



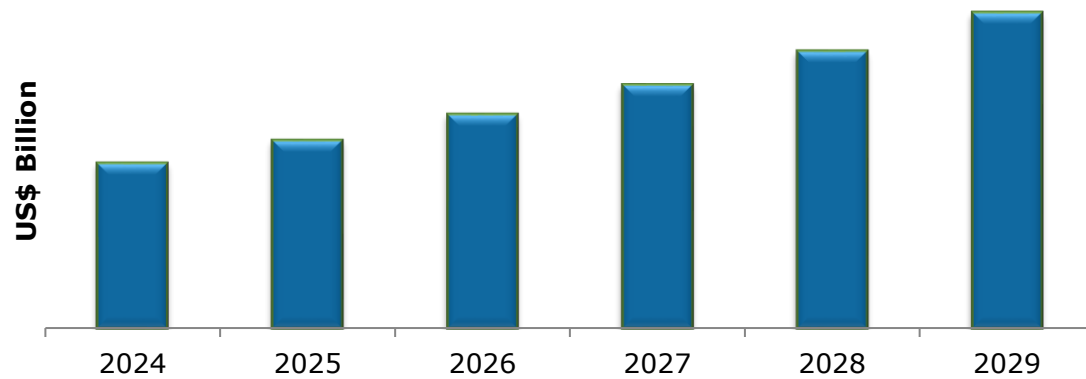
Global Vegetarian Meal Kit Market by Value



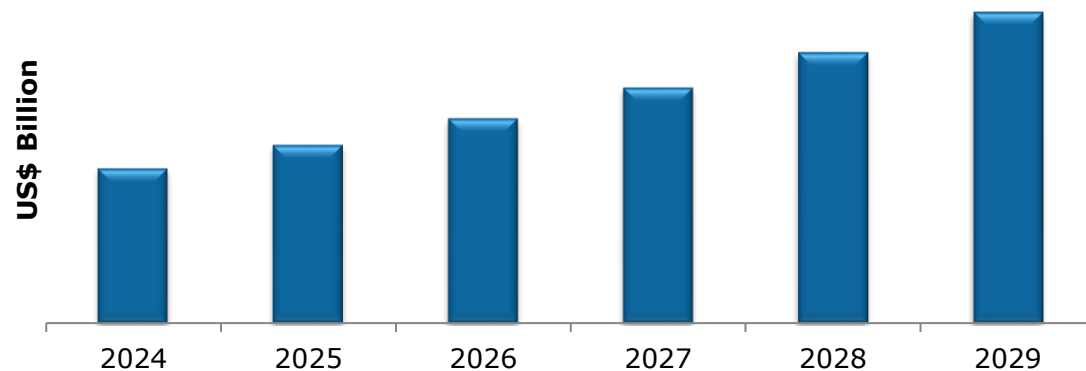
Meal Type	CAGR (2024-2029)
Non Vegetarian	xx%
Vegetarian	xx%
Vegan	xx%

Global Meal Kit Market: Offering Type Analysis

Global Cook and Eat Meal Kit Market by Value



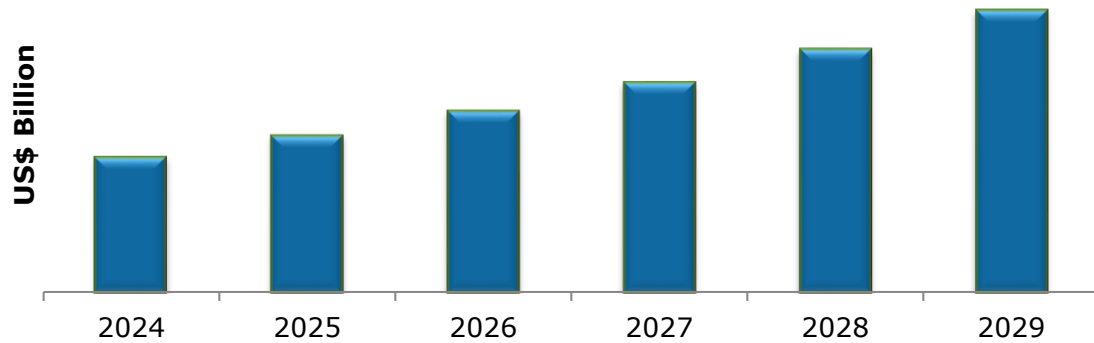
Global Heat and Eat Meal Kit Market by Value



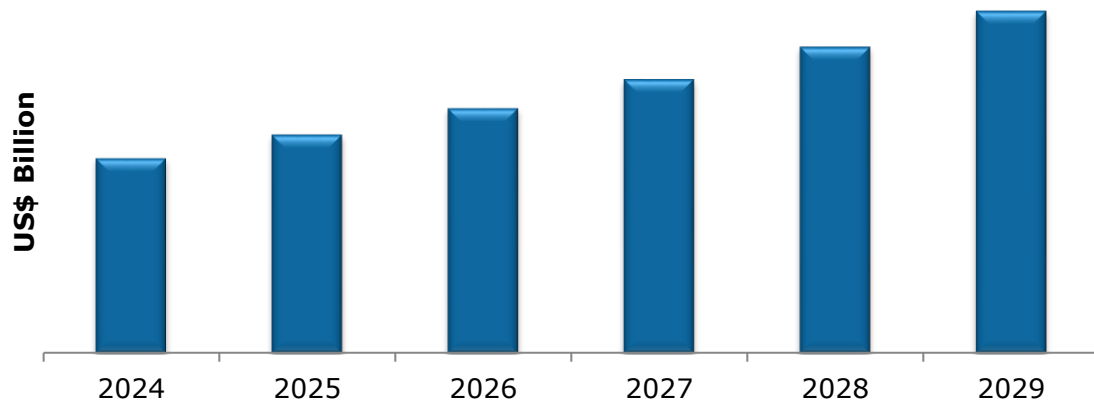
Offering Type	CAGR (2024-2029)
Cook and Eat	xx%
Heat and Eat	xx%

Global Meal Kit Market: Distribution Channel Analysis

Global Online Meal Kit Market by Value



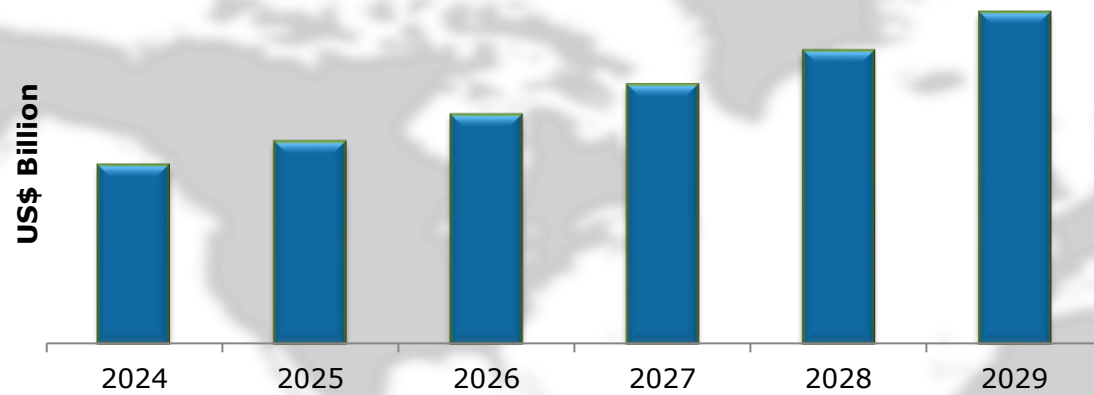
Global Supermarket Meal Kit Market by Value



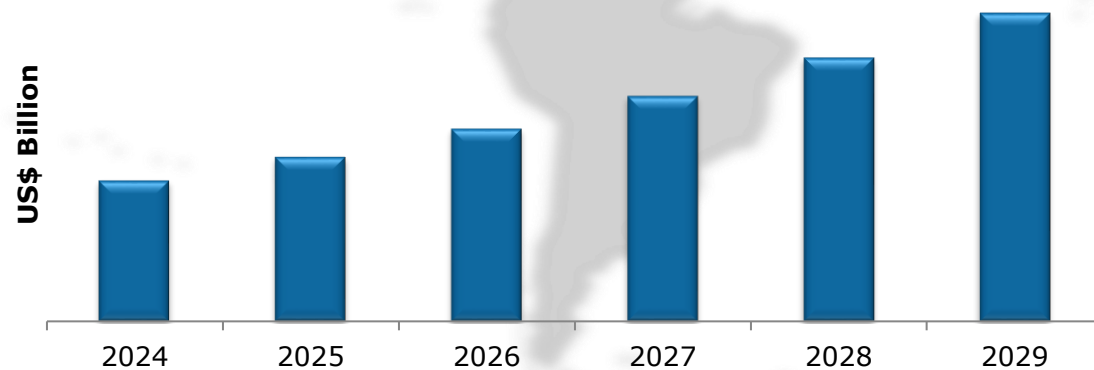
Distribution Channel	CAGR
	(2024-2029)
Online	xx%
Supermarket	xx%
Convenience Stores	xx%
Others	xx%

Global Meal Kit Market: Regional Analysis

North America Meal Kit Market by Value



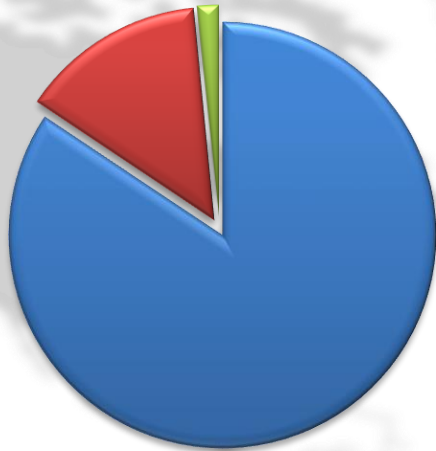
Asia Pacific Meal Kit Market by Value



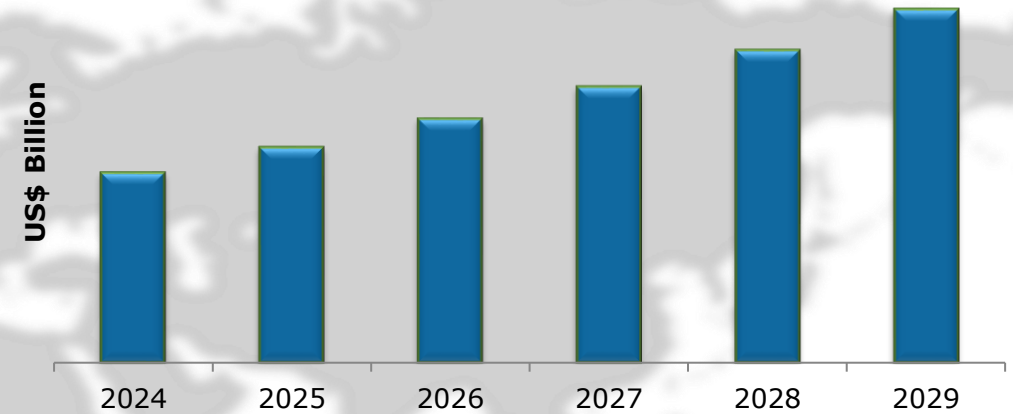
Regions	CAGR
	(2024-2029)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

North America Meal Kit Market: Analysis

North America Meal Kit Market by Region; 2023



The US Meal Kit Market by Value



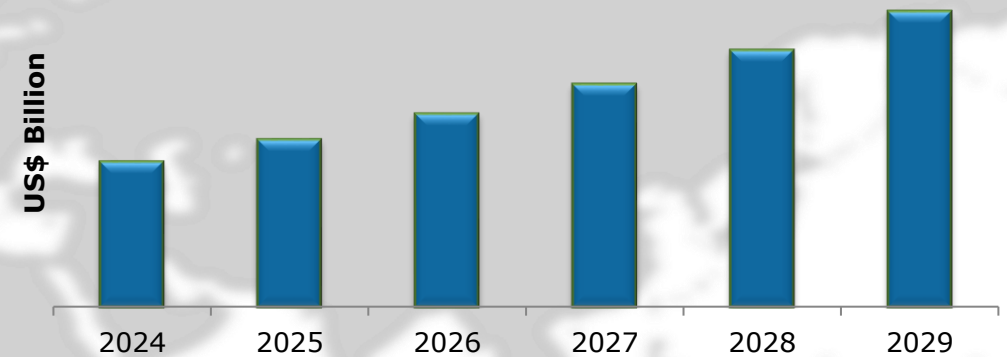
Region	Share	CAGR
		(2024-2029)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Europe Meal Kit Market: Analysis

Europe Meal Kit Market by Region; 2023



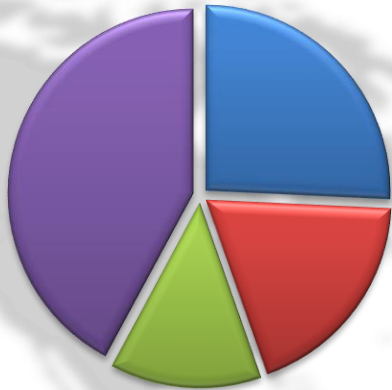
UK Meal Kit Market by Value



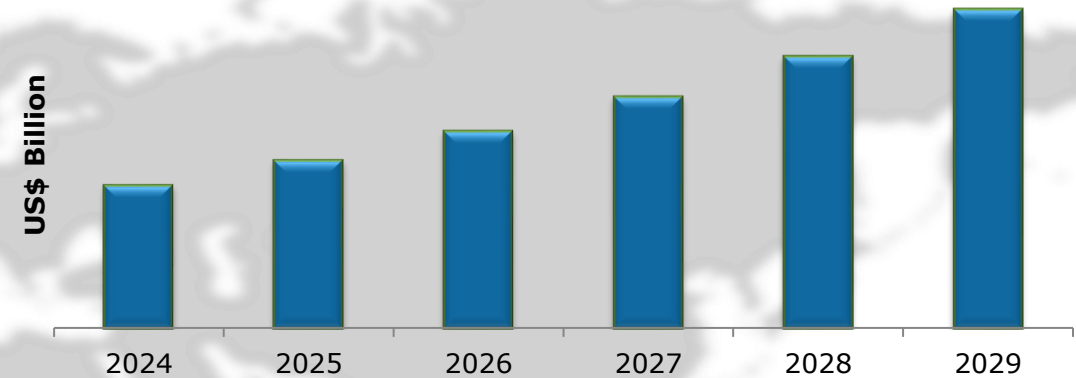
Region	Share	CAGR (2024-2029)
UK	xx%	xx%
Germany	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Rest of Europe	xx%	xx%

Asia Pacific Meal Kit Market: Analysis

Asia Pacific Meal Kit Market by Region; 2023

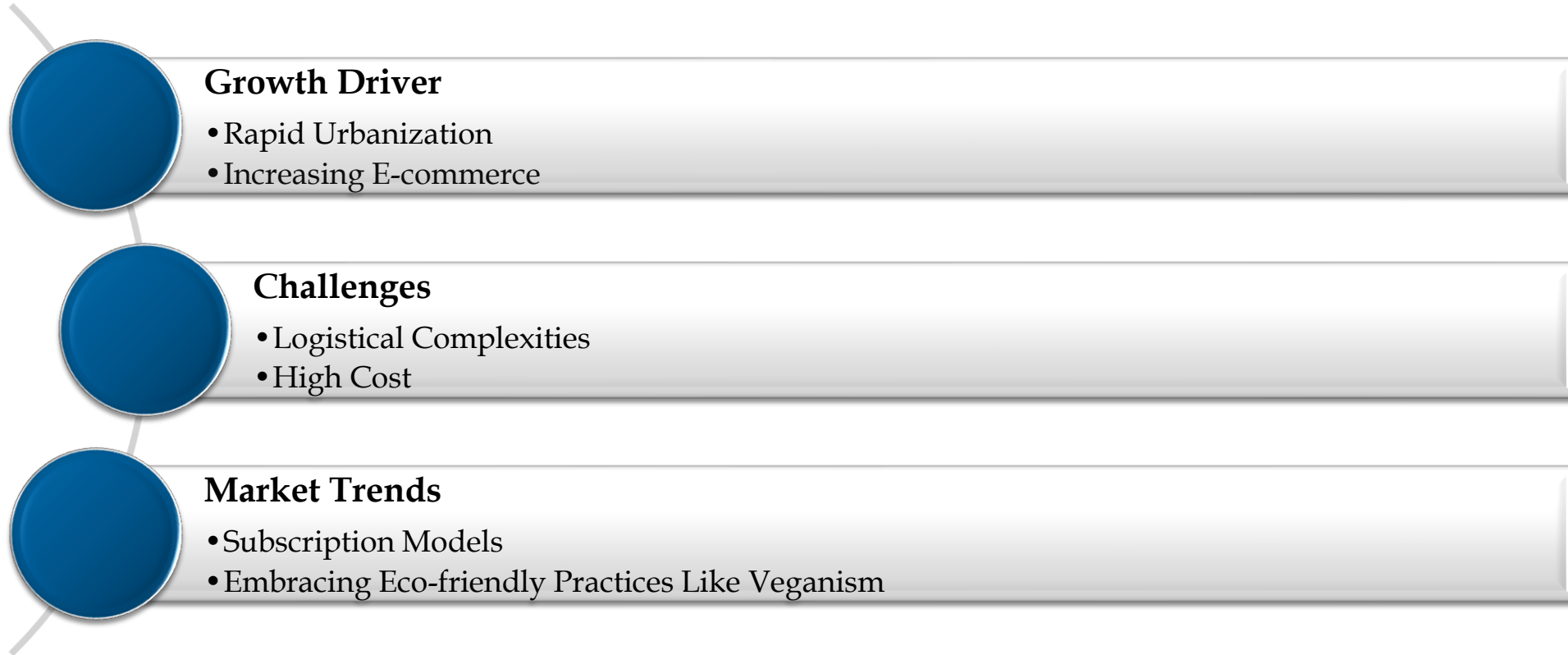


China Meal Kit Market by Value



Region	Share	CAGR
		(2024-2029)
China	xx%	xx%
India	xx%	xx%
Japan	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Global Meal Kit Market: Dynamics



Global Meal Kit Market: Competitive Landscape

Players Profiled

- HelloFresh SE,
- Marley Spoon SE,
- Blue Apron Holdings, Inc.,
- Home Chef,
- FreshDirect,
- Fresh N Lean,
- Green Chef,
- The Purple Carrot,
- Gousto,
- Sunbasket,
- Gobble and
- Dinnerly

The US Meal Kit Players by Market Share; 2019 & 2023 (Percentage, %)

