

Global Meal Kit Delivery Services Market Report and Forecast 2023-2028

Market Report | 2023-10-25 | 154 pages | EMR Inc.

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Report description:

Global Meal Kit Delivery Services Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global meal kit delivery services market reached a value of approximately USD 19.01 billion in 2022. Aided by the increasing demand for convenience, a growing awareness about healthy eating, and an expanding consumer base with busy lifestyles, the market is projected to further grow at a CAGR of 16.20% between 2023 and 2028 to reach a value of USD 46.81 billion by 2028.

Meal kit delivery services are a form of online food delivery service that delivers pre-packaged ingredients and recipes to customers, enabling them to prepare and cook meals at home. The service aims to offer an alternative to grocery shopping and dining out, combining the convenience of home delivery with the pleasure of cooking and eating at home. These services also often include portion control, dietary customisation, and the opportunity to learn new cooking techniques and recipes.

The rising global urbanisation and the increasingly fast-paced lifestyles of consumers are major driving factors of the global meal kit delivery services market growth. Busy work schedules and longer commute times leave less time for shopping and meal preparation. This has resulted in a significant shift towards convenient and time-saving alternatives like meal kit delivery services. In addition, growing health consciousness among consumers plays a crucial role in driving the meal kit delivery services market demand. With rising awareness about the benefits of consuming fresh, home-cooked meals, consumers are choosing meal kits as a healthier alternative to processed foods and takeaways. Many meal kit services also cater to specific dietary preferences and needs, such as vegetarian, vegan, gluten-free, and low-carb options, making them an attractive choice for consumers following specific diets.

Furthermore, the increasing penetration of the internet and the growing popularity of e-commerce are playing a pivotal role in the meal kit delivery services market expansion. Online platforms allow meal kit providers to reach a wider audience and offer a seamless ordering and delivery experience, further boosting market growth.

Lastly, the meal kit delivery services market is also being propelled by innovative offerings and services by providers. From sourcing local and organic ingredients to providing detailed nutritional information, providers are continually seeking ways to differentiate themselves and cater to evolving consumer needs and preferences.

Market Segmentation □

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The market can be divided based on offering, meal type, service, platform, and region.

Market Breakup by Offering

- Heat and Eat
- Cook and Eat

Market Breakup by Meal Type

- Vegetarian
- Non-Vegetarian
- Others

Market Breakup by Service

- Single
- Multiple

Market Breakup by Platform

- Online
- Offline

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global meal kit delivery services companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Blue Apron, LLC
- HelloFresh SE
- Relish Labs LLC (Home Chef)
- MMM Consumer Brands Inc.
- Sun Basket, Inc.
- Freshly Inc.
- Gobble, Inc
- The Purple Carrot
- Hungryroot, Inc.
- Fresh n' Lean
- Others

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