

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

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Abstracts

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 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

Executive Summary

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.

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