+44 20 8123 2220
info@marketpublishers.com

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

https://marketpublishers.com/r/U2F4C1BE447EN.html
Date: July 2017
Pages: 49
Price: US$ 800.00 (Single User License)
ID: U2F4C1BE447EN

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

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Food: An Overview
2.2 Meal: An Overview
  2.2.1 Meal Kit
  2.2.2 Food on Demand: Prepared Food
  2.2.3 Food on Demand: Groceries
2.3 Advantages and Disadvantages of Meal Kit

3.THE US MARKET ANALYSIS

3.1 The US Food Spend: An Analysis
  3.1.1 The US Total Food Spend by Segments
3.2 The US Meal Kit Market: An Analysis
  3.2.1 The US Meal Kit Market by Value
  3.2.2 The US Meal Kit Market by Revenue Contribution
  3.2.3 The US Meal Kit Market by Penetration in Grocery Market
  3.2.4 The US Meal Kit Market (Revenue) by Penetration in Total Meal Kit Addressable Market
  3.2.5 The US Meal Kit Market by Venture Funding

4. MARKET DYNAMICS

4.1 Growth Drivers
  4.1.1 Increasing Urban Population
  4.1.2 Declining Unemployment Rate
  4.1.3 Increasing Disposable Income
  4.1.4 Food Customization
  4.1.5 Fresh, Organic and Exotic Ingredients
4.2 Challenges
  4.2.1 Increasing Food Prices
  4.2.2 Uncertain Economic Condition
  4.2.3 Food Safety Issues
  4.2.4 Eco-Unfriendly Packaging
4.3 Trends

+44 20 8123 2220
info@marketpublishers.com

4.3.1 Flexible Meal Kit Subscription Plan
4.3.2 Rising Popularity Among Millennial
4.3.3 Augmented Food Transparency
4.3.4 Strong Competition

5. COMPETITIVE LANDSCAPE

5.1 The US Meal Kit Market: Players Overview
5.2 The US Meal Market Players by Online Visitor Traffic

6. COMPANY PROFILING

6.1 Blue Apron
6.1.1 Business Overview
6.1.2 Financial Overview
6.1.3 Business Strategy
6.2 HelloFresh
6.2.1 Business Overview
6.2.2 Financial Overview
6.2.3 Business Strategy
6.3 Plated
6.3.1 Business Overview
6.3.2 Business Strategy
6.4 Home Chef
6.4.1 Business Overview
6.4.2 Business Strategy

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: Major Food Groups
Figure 2: Meal Landscape
Figure 3: Advantages and Disadvantages of Meal Kit
Figure 4: The US Total Food Spend by Segments; 2010-2016 (Percentage, %)
Figure 5: The US Meal Kit Market by Value; 2016-2021 (US$ Billion)
Figure 6: The US Meal Kit Market by Revenue Contribution; 2016
Figure 7: The US Meal Kit Market by Penetration in Grocery Market; 2016
Figure 8: The US Meal Kit Market (Revenue) by Penetration in Total Meal Kit Addressable Market; 2016-2021 (Percentage, %)
Figure 9: The US Meal Kit Market by Venture Funding; 2016 (US$ Million)
Figure 10: Increasing Urban Population; 2011-2015 (Million)
Figure 11: The US Unemployment Rate; 2011-2015 (Percentage %)
Figure 12: The US GNI Per Capita; 2011-2015 (US$)
Figure 13: Increasing Food Prices; 2017 (Percentage, %)
Table 1: The US Meal Kit Market Players Overview, 2016
Figure 14: The US Meal Market Players by Online Visitor Traffic; 2017 (Million)
Figure 15: Blue Apron Revenue; 2014-2016 (US$ Million)
Figure 16: HelloFresh Revenue; 2014-2016 (US$ Million)
Figure 17: HelloFresh Revenue by Segments; 2016

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: The US Meal Kit Market: Size, Trends & Forecasts (2017-2021)
Product link: https://marketpublishers.com/r/U2F4C1BE447EN.html
Price: US$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/U2F4C1BE447EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970